LIFE

'MY DAUGHTER JUANITA'

A PHOTOGRAPHIC ESSAY BY W. EUGENE SMITH

BILL OATIS' 42-HOUR ORDEAL

JUANITA SMITH

20 CENTS

SEPTEMBER 21, 1953

REG. U. S. PAT. OFF.

Now beds almost make themselves with CANNON FITTED SHEETS



Save *more* time with this fitted bottom sheet!

Just slip the fitted corners over your mattress—*and that's all you do. No tucking!* Cannon's Fitted Bottom Sheet won't pull out *ever*. And with Cannon's *exclusive* size labeling, you don't waste time opening out the sheet hunting for the size. Sturdy, reinforced *all around* with bias tape.



No other fitted top sheet like Cannon's!

Slide the two fitted corners over your mattress at bottom, pull up this sheet—and *your bed's made!* How pleased you'll be, too, with the ample turnover at top. It protects your blanket . . . also makes possible fitted sheet rotation. *To rotate:* use *two* fitted top sheets; one on top, one as a bottom sheet.



Colors that last—they're *colorfast!*

The *loveliest* colors. And they stay lovely—they're colorfast, as approved by the American Institute of Laundering. Will you have Lagoon Green (above). Or one of the other refreshing Cannon pastel colors (see chart). Or Cannon's classic white?

SHELL PINK · AQUAMARINE · SUNSET ROSE · MOONLIGHT YELLOW · PINK LILAC · TRUE BLUE



Seen on the best-dressed beds!

Cannon Percales are *ultra*-smooth and long-wearing—they're Cannon *Combspun* Percale. With cotton combed till only longest, strongest fibers remain. THRIFTY! These treasures cost only pennies more than heavy-duty muslins. (Scalloping available in pillow cases and flat sheets only; slightly higher.)

Cannon combspun* percale sheets

More women use Cannon Percales than any other brand



FITTED

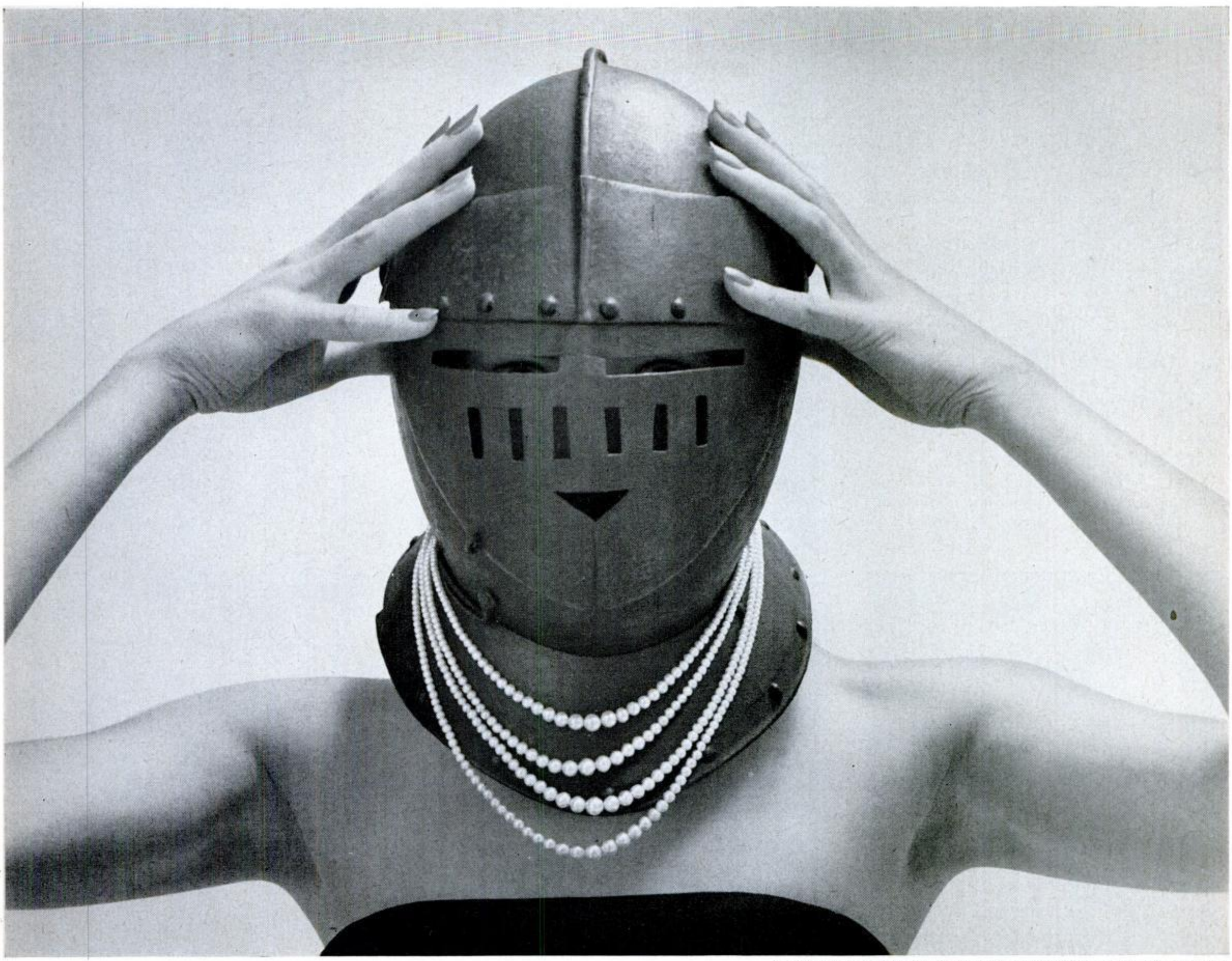


REGULAR

TRADE MARK CANNON

*Reg. U. S. Pat. Off. COPR. 1953, CANNON MILLS, INC., N. Y. 13, N. Y. • CANNON TOWELS • STOCKINGS • BEDSPREADS

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Any toothpaste can mask *the odor of morning mouth—for a while.*
But Chlorodent toothpaste actually gets rid of it!

Smart girls don't mask "morning mouth" —they get rid of it...WITH CHLORODENT

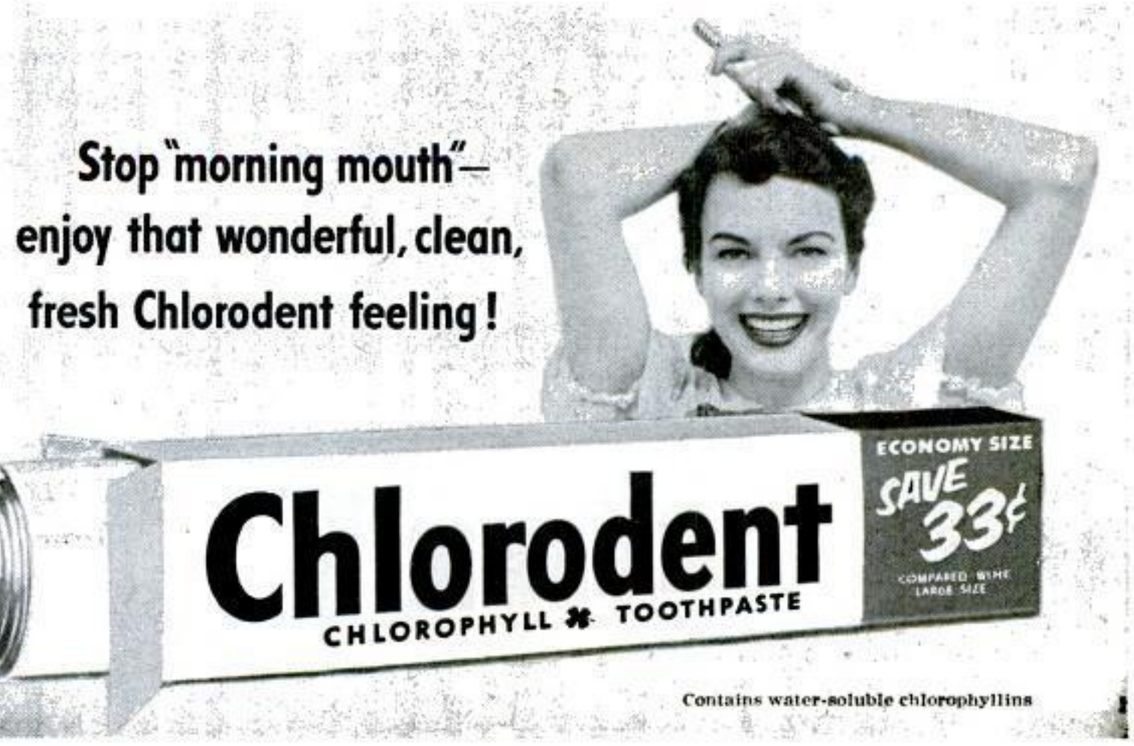
Let's be honest.

You know when you wake up your breath is not as fresh as it might be. That stale and furry taste first thing in the morning is a sure warning of "morning mouth" and bad breath.

And we know simply using Chlorodent, our *chlorophyll-plus* toothpaste, won't get you married in a week . . . or make your husband shower you with orchids!

But we do say Chlorodent gets rid of "morning mouth." That your own clean, fresh taste tells you so. And that Chlorodent's wonderful, clean, fresh feeling lasts for hours. For Chlorodent (and here's the plus) cleans teeth measurably better than any other leading toothpaste formula. Get Chlorodent. Use it. You'll see.

"Anti-enzyme" for continuing decay protection
University dentists found just *one* brushing with Chlorodent's superior cleansing action keeps "enzyme" decay acids below the danger point for 9 out of 10 people for hour after hour after hour . . . actually removes up to 99% of the enzyme-breeding bacteria!



This One
Z36Z-78R-1F58

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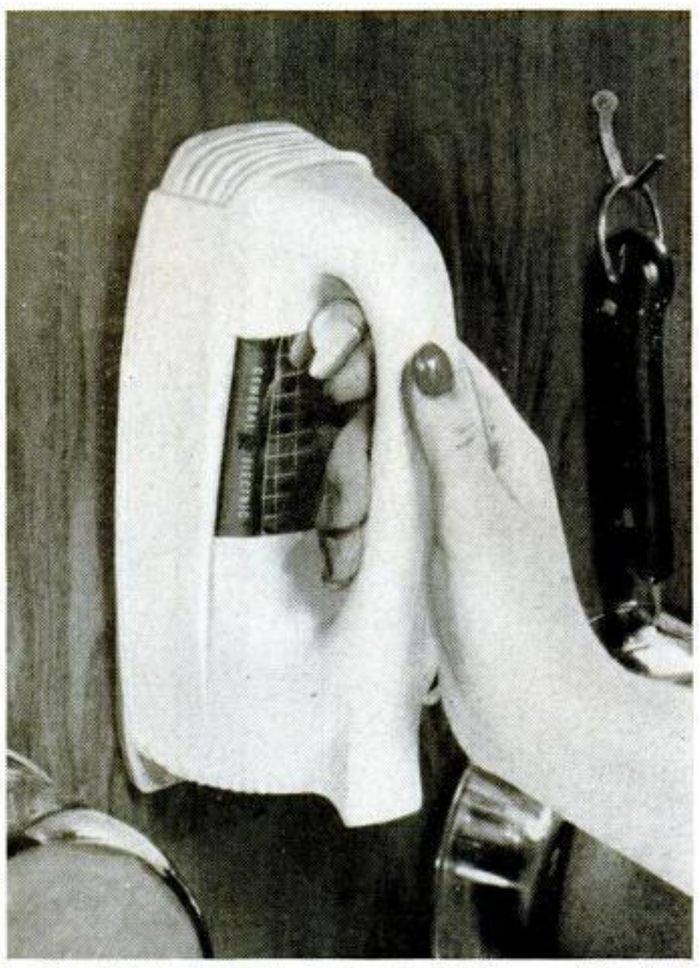
GOES WHERE THE FOOD IS. Instead of having to lug the food to this new mixer, you can take *it* to the food . . . use it to mix at the range while you cook.



NO STRAIN TO HOLD. A rubber base guard lets you rest mixer on bowl's edge while mixing. Thus the mixer's less-than-3-pound weight is on bowl instead of on your hand . . . removing all arm strain.



MODERN DESIGN produced this lightweight mixer that is completely portable, yet does a man-sized mixing job. The new G-E Portable Mixer has a motor with adjustable speed control and plenty of power for tough mixing tasks.



HANGS UP LIKE A SAUCEPAN. Its handy keyhole slot lets you hang it up out of the way on your wall—but where it's ready for instant use when you want it! Just take it down, insert beaters, plug in!

G.E. Designs Less-Than-3-Pound Portable To Do All Mixing Jobs—Only $19.95*

The idea of a *portable* mixer is one that has always appealed to women. But, until quite recently, the homemaker was apt to be disappointed when she held the actual product in her hand. She'd find it either too heavy to handle, or a lightweight "toy" that balked at real hard work.

But now it's a different story, thanks to the ingenuity of General Electric designers. An efficient, heavy-duty motor has been compactly fitted into a featherweight casing for maximum performance at minimum weight.

Tens of thousands of these new portable mixers are now in daily use. Your G-E dealer will be glad to demonstrate one for you. Costs only $19.95.*

**Manufacturer's recommended retail or Fair Trade price.*

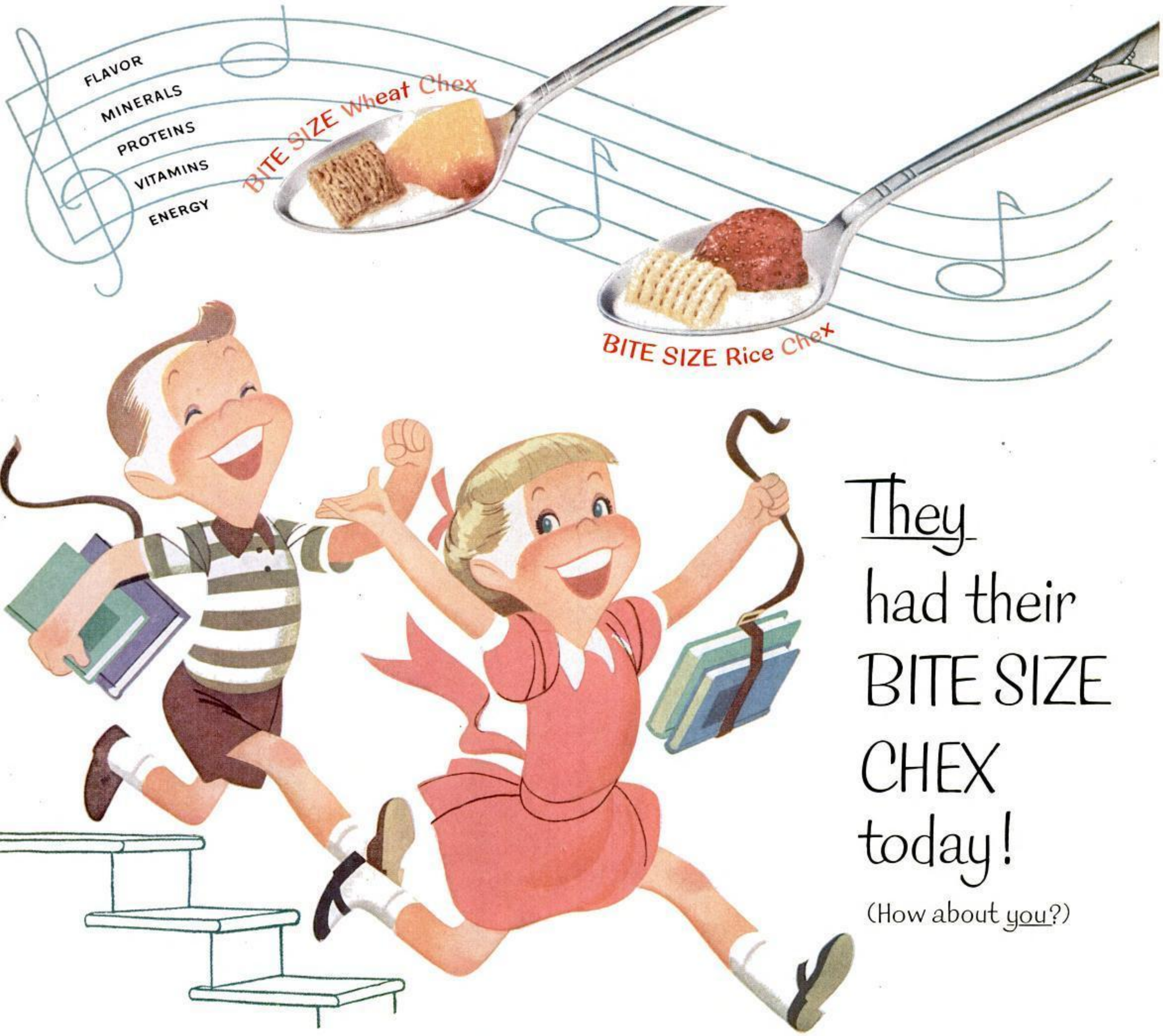
GENERAL ELECTRIC



SETS DOWN LIKE A HAND IRON. This mixer stands firmly upright on its special heel rest—so that drippings fall back into the bowl, not onto your work counter. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

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They had their BITE SIZE CHEX today!

(How about you?)

THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



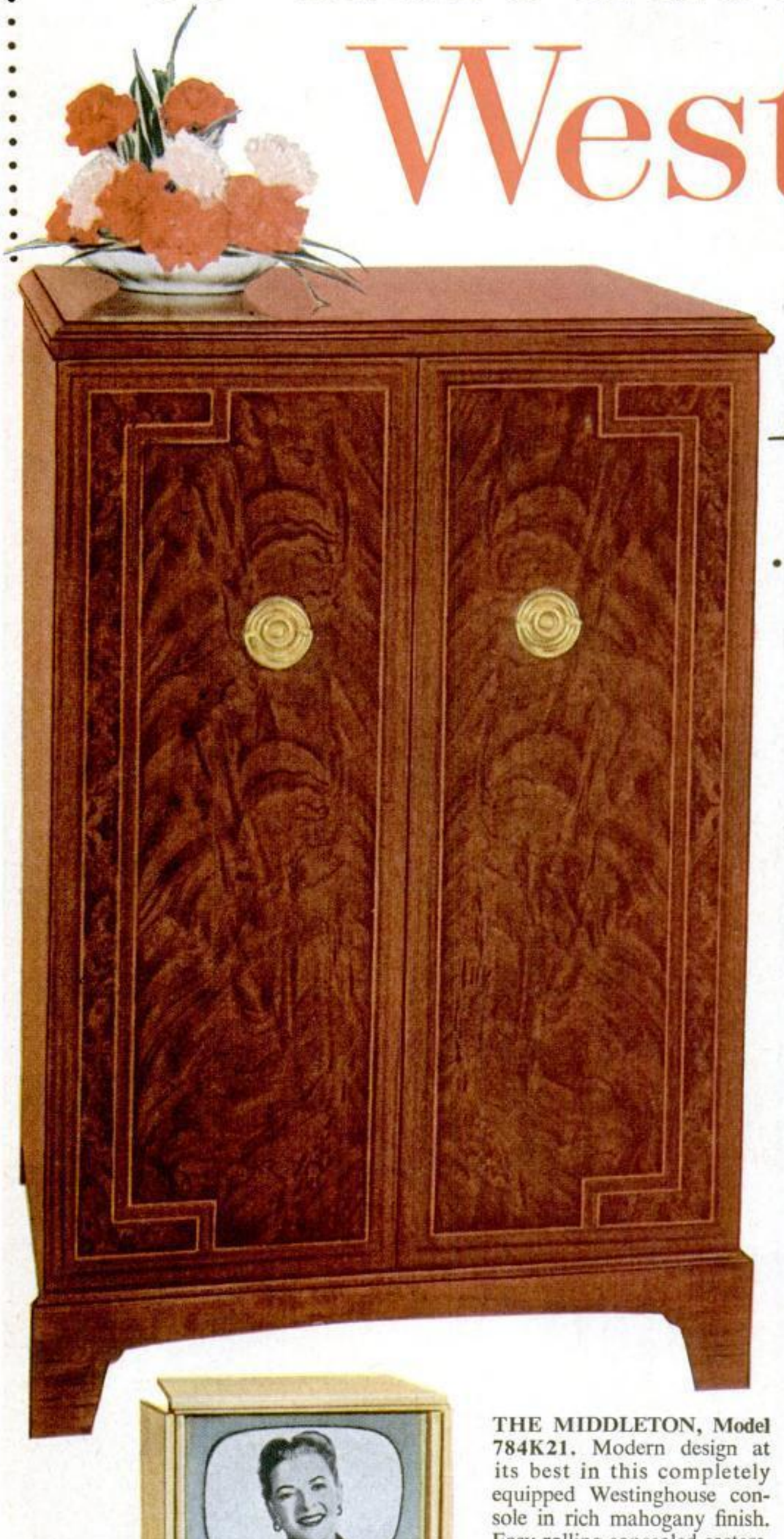
SO NOURISHING! Every crisp bite whole-grain-rich in vitamin B_1, niacin, and iron.

RALSTON PURINA COMPANY, St. Louis, Mo.

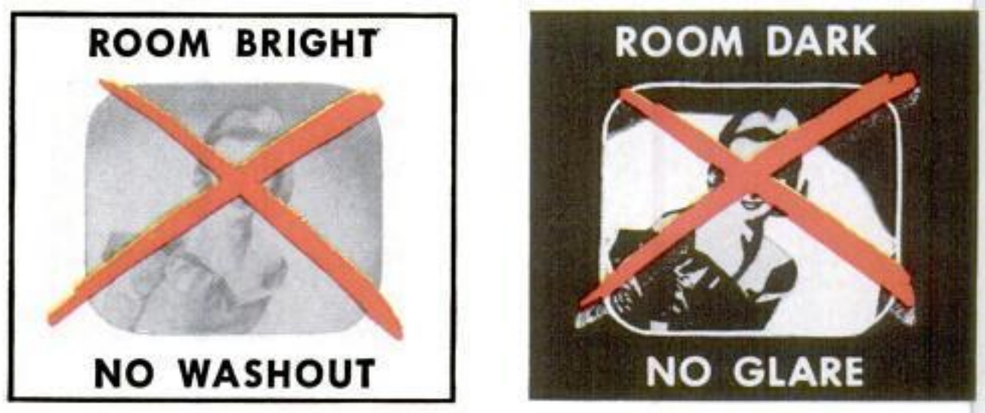
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$100,000 prize contest

to introduce sensational '54 Westinghouse Automatic TV



NEW ELECTRONIC "EYE" ADJUSTS PICTURE FOR YOUR EYE COMFORT...*AUTOMATICALLY!*



Now, Westinghouse brings you *automatic television* for the price of ordinary TV. Unlike ordinary TV, you get no washout, no glare when room lighting changes. Instead, an amazing electronic eye automatically adjusts the Westinghouse to a picture perfect for even the youngest eyes. Only Westinghouse has Automatic Brightness Control!

Enjoy True Dimension pictures with faithful reproduction of blacks, whites, grays . . . and with no streaks, no flutter, no flop-over—automatically. Get exclusive Automatic Area Selector! Single Dial UHF-VHF tuning. 100-mile-plus tuner! 3-way Glare Control! Remember, only Westinghouse offers you all of TV's most wanted features, at amazing low prices. See your dealer soon for a demonstration.



THE MIDDLETON, Model 784K21. Modern design at its best in this completely equipped Westinghouse console in rich mahogany finish. Easy-rolling concealed casters. Huge 21-inch screen with automatically clear pictures! Also available in blond limed oak finish. One of 21 handsomely styled, hand-crafted Westinghouse models to choose from.

Other Models priced as low as $179.95

Westinghouse, TV-Radio Division, Metuchen, N. J.
Tune in each week on TV . . .
Westinghouse Pro-Football . . . Westinghouse Studio One

"I give away up to $10,000 weekly in Westinghouse Products during nationwide Westinghouse Pro-Football telecasts. Nothing to buy. No letters to write. Go to your Westinghouse dealer for a free clue sheet. I may phone you during the exciting show between halves of each football game. The clue sheet will give you the answer to my first question and you will win a valuable prize. Then you'll be on your way to a jackpot".



Betty Furness

YOU CAN BE SURE...IF IT'S Westinghouse

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"CHIEF SAY CALL BY NUMBER BEST WAY!"

CALLS GO THROUGH FASTER WHEN YOU CALL BY NUMBER

You save time on out-of-town calls when you give the Long Distance operator the number you want.

So here's a helpful hint. Write down the out-of-town numbers you already know. If there's a new number you don't have—or an old one you may have forgotten—be sure to add it to the list when the operator gives it to you.

Would you like an attractive booklet for your telephone numbers? Just ask your local Bell Telephone Company.

BELL TELEPHONE SYSTEM

LOCAL *to serve the community.* NATIONWIDE *to serve the nation.*

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Millions of Women Flock to Helene Curtis Spray Net* Call It "Greatest Hair-Beauty Aid"



"Simply Marvelous the Way It Keeps Hair Softly In Place," says June Allyson, co-starring in "The Glenn Miller Story" (in color by Technicolor) for Universal-International, in speaking of the new hair-beauty creation, Helene Curtis SPRAY NET. It takes only an instant to give hair day-long smoothness. Simply press the container button and Helene Curtis SPRAY NET keeps your hair the way you set it—softly, naturally, invisibly, with no artificial look.



No More Straggly Hair-dos. No longer need any woman worry about "bedraggled hair." Career girls and homemakers can now arrange their hair in the morning—SPRAY NET it—and know their hair will remain perfectly in place all day.



Enrico Caruso, Noted N. Y. Hair Stylist, Says, "SPRAY NET holds *any* hair-do perfectly in place—a positive boon to women who wear the new casual styles—and for difficult styles that can become easily disarranged." Many of today's most becoming hair styles would be impractical without SPRAY NET.



Quick "Emergency Hair-dos" Now Possible. If an unexpected invitation catches a woman with her hair in need of setting, she can put her hair up in pin curls, SPRAY NET it and let it dry. Then remove curlers—presto—her hair can be beautifully groomed for any occasion.



That Romantic, Smoother Look lasts all evening. Before she leaves for her date, she simply arranges her hair—then touches her finger to the SPRAY NET container . . . all evening long her hair looks smooth, silky, caressable.

Created by America's Foremost Name in Hair-Beauty



Ask For Helene Curtis SPRAY NET at your favorite drug store, cosmetic counter or beauty salon today. Avoid inferior imitations. Remember that *only* Helene Curtis SPRAY NET keeps hair so softly in place and contains exclusive Spray-on Lanolin Lotion. Won't dry hair, actually silkens it. Get Helene Curtis SPRAY NET today . . . in the pastel green Aerosol container—regular large size only $1.25. New Giant economy size (2½ times as much) regularly $2—on sale limited time only, $1.79.

*T. M. Reg. U. S. Pat. Off.

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AMAZING COFFEE DISCOVERY!



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of <u>real</u> coffee . . . ready to burst instantly into that famous MAXWELL HOUSE FLAVOR!



Utterly unlike old-style "instants" . . . just as quick but tastes so different!

In the famous Maxwell House kitchens this superb, roaster-fresh coffee is actually brewed for you. At the exact moment of perfection the water is removed by a special Maxwell House process—leaving the millions of miracle "Flavor Buds"!

100% Pure Coffee—No Fillers Added!

Just add hot water . . . and the bursting "Flavor Buds" flood your cup with coffee as delicious as the best you've ever brewed. One sip and you'll never go back to old ways!

Saves you money, too! The large economy-size jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds "come to life" in your cup!



MAGNIFIED VIEW of new miracle "Flavor Buds" shows how utterly different they are from old-style powders and grinds.



THE INSTANT you add hot water, the "Flavor Buds" burst—releasing flood of rich, delicious Maxwell House flavor!



A Product of General Foods

The only instant coffee with that <u>GOOD-TO-THE-LAST-DROP</u> flavor!

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In all great movies there are vital little things so big in human understanding that they have the power to move you deeply.

You know that pictures like "Come Back, Little Sheba," "Shane," "Stalag 17" and "Roman Holiday" are richly endowed with these qualities. And so, too, does "Little Boy Lost" possess the same common denominator, humanness. It presents Bing Crosby in his most unusual, most dramatic role with a unique cast drawn from the best of the French cinema.

Even more than its successful predecessors, "Little Boy Lost" is bound to be a motion picture you will never forget!

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MILLIONS OF PEOPLE ENJOY...

CULLIGAN® Soft WATER

on a **SERVICE** basis ... or with a **HOME-OWNED** model





Completely automatic! Simply turn your faucets for all the filtered soft water you want — The compact Culligan Service-type Water Softener, only 44-inches high and requiring less than a square foot of space, can be attached to your water supply at any convenient location. The initial service connection is quick, simple and low-cost. You buy no softener, do no maintenance work. Your local Culligan Dealer owns the Service Unit, and he takes care of it. At regular intervals the Unit is exchanged for a fresh, "sealed" one. You receive a small bill for the Service ... and that's all there is to it!

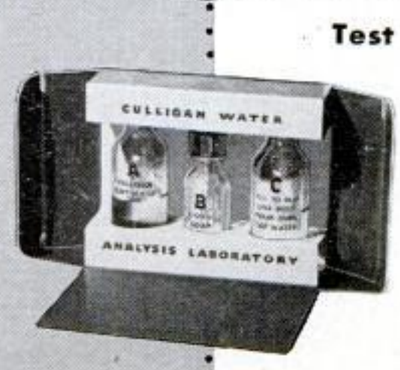
Culligan sells water softeners which are "customized" to your family's needs — A water softener that you *buy* should be ideally suited to your particular requirements. Complete versatility is offered by five Culligan home-owned softener models. Each model has different styles and specifications ... and a total of 54 different water softeners are actually available. This means that Culligan can provide a Unit which is truly "customized" to your needs. Most important, however, is the fact that your Culligan Dealer *stands behind* the products he sells. He is a well-established local businessman, dedicated to community service.

Quality—Reliability—Performance ... these are the factors which influence your selection of any product or service. In water conditioning, the first name millions of people think of is *Culligan*. That's because locally-owned Culligan dealerships in over 3,000 communities devote their full time to the professional treatment of water for homes and businesses.

CULLIGAN *The greatest name in water conditioning*

Culligan, Inc., and its Franchised Dealers in the United States and Canada

COPR. 1953 CULLIGAN, INC.



Test your own hard water! This free water analysis "laboratory" enables you to compare your own faucet water to filtered *soft* water. Call your Culligan Dealer, or send this coupon.

Culligan Franchises are available in some communities. Write for "You, Proprietor," a 20-page brochure.

Culligan, Inc., Northbrook, Illinois

- ☐ Please send Free Water Analysis "Laboratory"
- ☐ Send information about Culligan Franchise Opportunities

Name _____

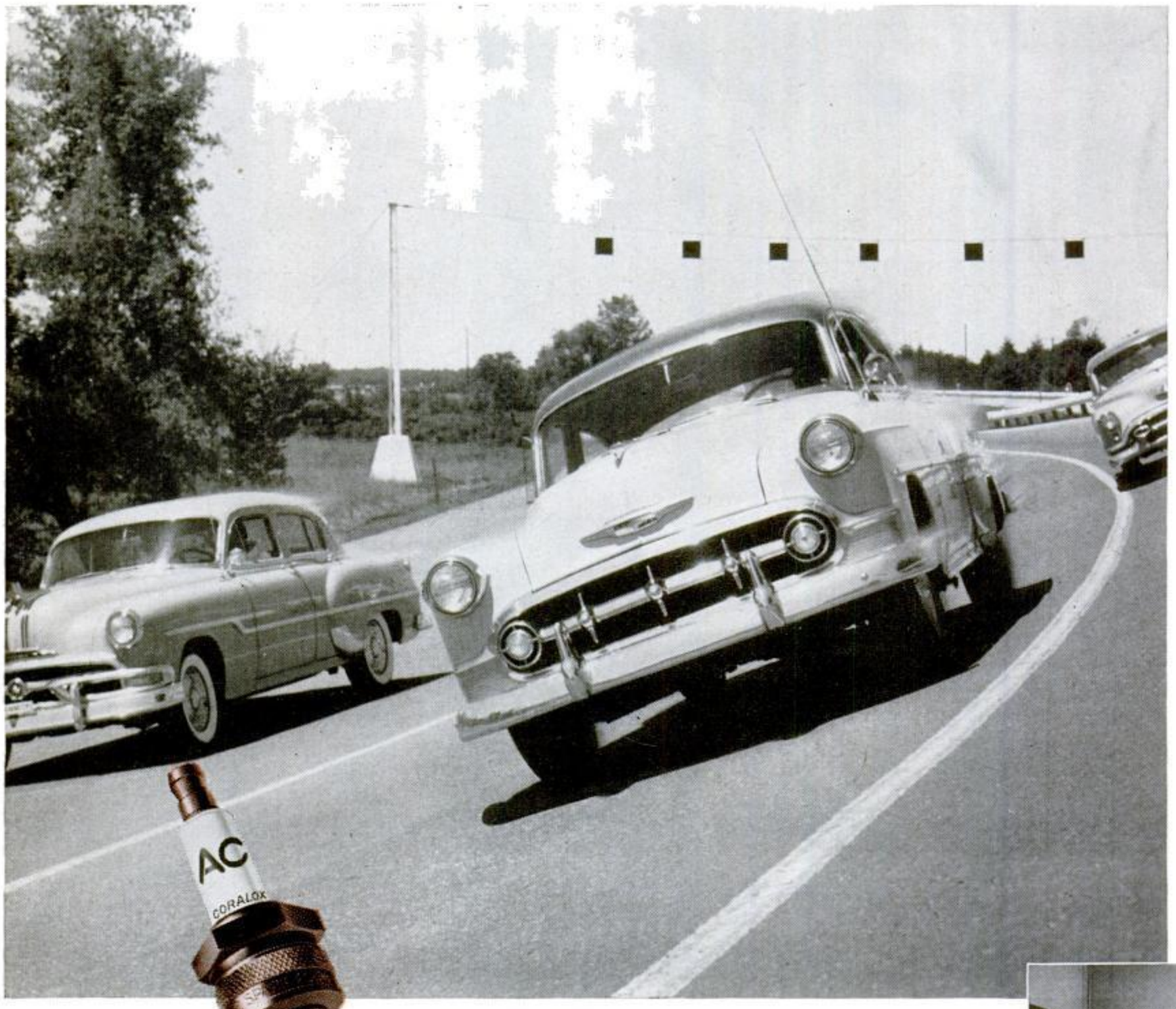
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GENERAL MOTORS RESEARCH *makes the difference!*



Zoom! Day after day, year after year, teams of AC and GM engineers at the General Motors Proving Grounds punish AC Spark Plugs in all makes of cars — over all kinds of hills and highways. ACs are also subjected to laboratory tests that are far more severe than actual driving conditions.

One of your big benefits from this "grass roots" research is AC's patented *CORALOX* insulator. *CORALOX* resists to a greater degree, than any previous insulator, the formation of oxide and carbon deposits which are major causes of shorting and misfiring—especially during acceleration and hill climbing. Result:

- **More Power**
- **Better Gas Mileage**
- **Longer Plug Life**

Yes, matchless General Motors Research makes a *big difference.* Be sure your next plugs are ACs *— the GM Research-proved spark plugs that are standard equipment on nearly as many new cars as all other makes combined!*



Engineered to

General Motors standards for ALL makes of cars, trucks and tractors

AC SPARK PLUGS

PATENTED *CORALOX* INSULATOR

AC SPARK PLUG DIVISION GM GENERAL MOTORS CORPORATION

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NOW! A TV PICTURE SO CLEAR, SO SHARP

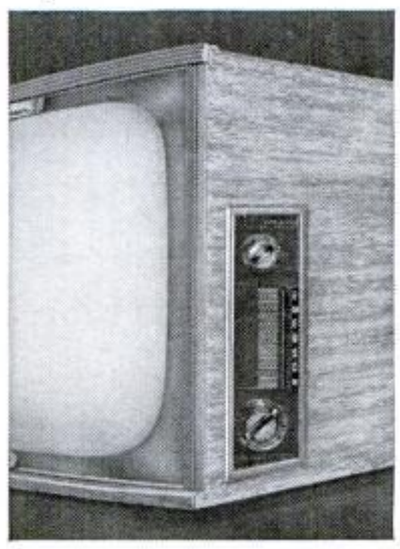
...you'll think you're at the movies!

ANOTHER ENGINEERING MIRACLE BY EMERSON!

Big movie-perfect 21" picture in the most *space-saving* cabinet ever designed!

THE SECRET?

The controls are on the side; the front is all screen. It's a revolutionary advance in television engineering ... and it's exclusive with Emerson!



Switch on this Emerson, then hold tight to your chair. You'll think you're in a big movie theater!

NO FADING, NO SHADOWS, NO "SNOW"! Emerson's exclusive Dynapower Chassis blocks out interference. *And it's so powerful,* it pulls in this clear, sharp picture whether you live in a city apartment or miles from a TV station.

IT'S STEADY AS A "MOVIE" PICTURE, TOO! You get no wiggling, no flickering, no blurring! Emerson's Miracle Picture Lock actually locks the picture in place *and holds it steady all the time.*

THE SOUND IS MOVIE-PERFECT! Emerson's Miracle Tone Speaker brings you perfect sound. Whispers are clear; loud sounds *don't* boom.

Yes, the Emerson gives you everything! Master crafted cabinets in selected woods like rich, gleaming mahogany and other fine finishes. Built-in antenna. And every Emerson is ready *now* for UHF.

44 distinguished models to choose from...Priced as low as $149.95

(including excise tax and warranty)

Emerson Television and Radio

*REG. U.S. PAT. OFF.

Emerson

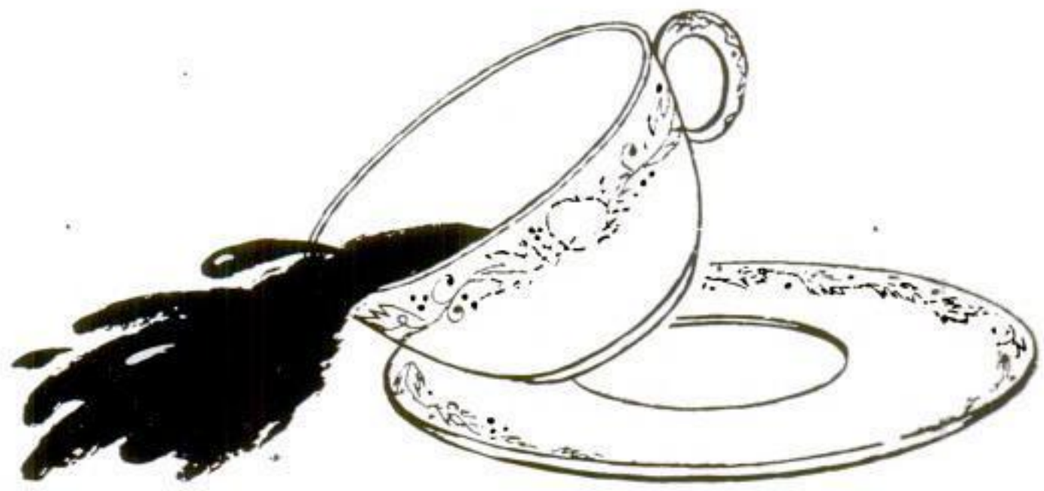
EMERSON RADIO & PHONOGRAPH CORP., N.Y., U.S.A.

America's Best Buy! Over 14,000,000 satisfied owners

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Some stains just happen!



...but you can prevent

SCREEN STAIN



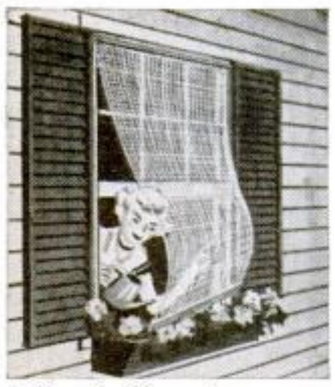


You can avoid dark, disfiguring stains on your light sills and siding—by insisting on screening of Alcoa® Aluminum.

Leading weavers make this screening from tough aluminum alloy wire, specially developed by Alcoa. You can get it now in wood or metal frames, tension-type screens, or in combination screen and storm window units. Or, if your present screening is worn out, replace it with aluminum.

To prevent screen stain, look for the Alcoa label—and eliminate all screening worries.

ALUMINUM COMPANY OF AMERICA, 1928-J Alcoa Building, Pittsburgh 19, Pa.



In Tension-Type Screens



By the Foot—at your Hardware Store



In Wood or Metal Frames



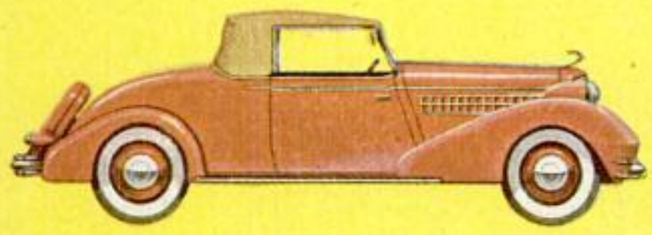
In Better Combination Units

Alcoa Aluminum

ALUMINUM COMPANY OF AMERICA

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Old Faithful...



...or brand new

Something wonderful has happened to motoring!

Think what the automotive industry has done for your comfort and safety in just the last few years: automatic drives, power steering, air conditioning, power brakes, higher horsepower!

Such advances put an extra burden on the tires that today's heavier, more powerful cars ride on. That's why Goodyear has to stay so far ahead . . . to *anticipate* today's designs and be ready for the cars of tomorrow!

Matching automotive design step for step, Goodyear has developed *special rubber compounds* that give the De Luxe Super-Cushion a tougher tread. Low-stretch Supertwist cord gives a stronger body. Goodyear tires are specially built for today's roads and traffic.

In a De Luxe Super-Cushion, strength, resiliency and toughness—which mean safety, comfort and mileage—are so expertly balanced that you get *more of all three* than you do in any other tire.

That's why the tire preferred by *both* car makers and car owners should be your choice, too. Goodyear, Akron 16, Ohio.

AMERICA NEEDS BETTER, SAFER ROADS.
LET'S BRING THEM UP TO PAR.

More people ride on Goodyear tires than on any other kind

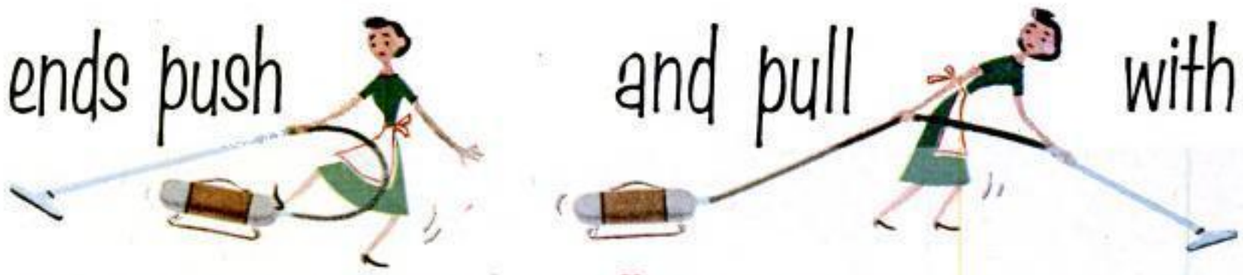
De Luxe *Super Cushion* by

GOODYEAR

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

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GENERAL ELECTRIC'S new Swivel-top ends push and pull with...



"REACH-EASY" CLEANING!



NOW ONLY
$89.95*

Model C-1
Includes caddy and eight attachments

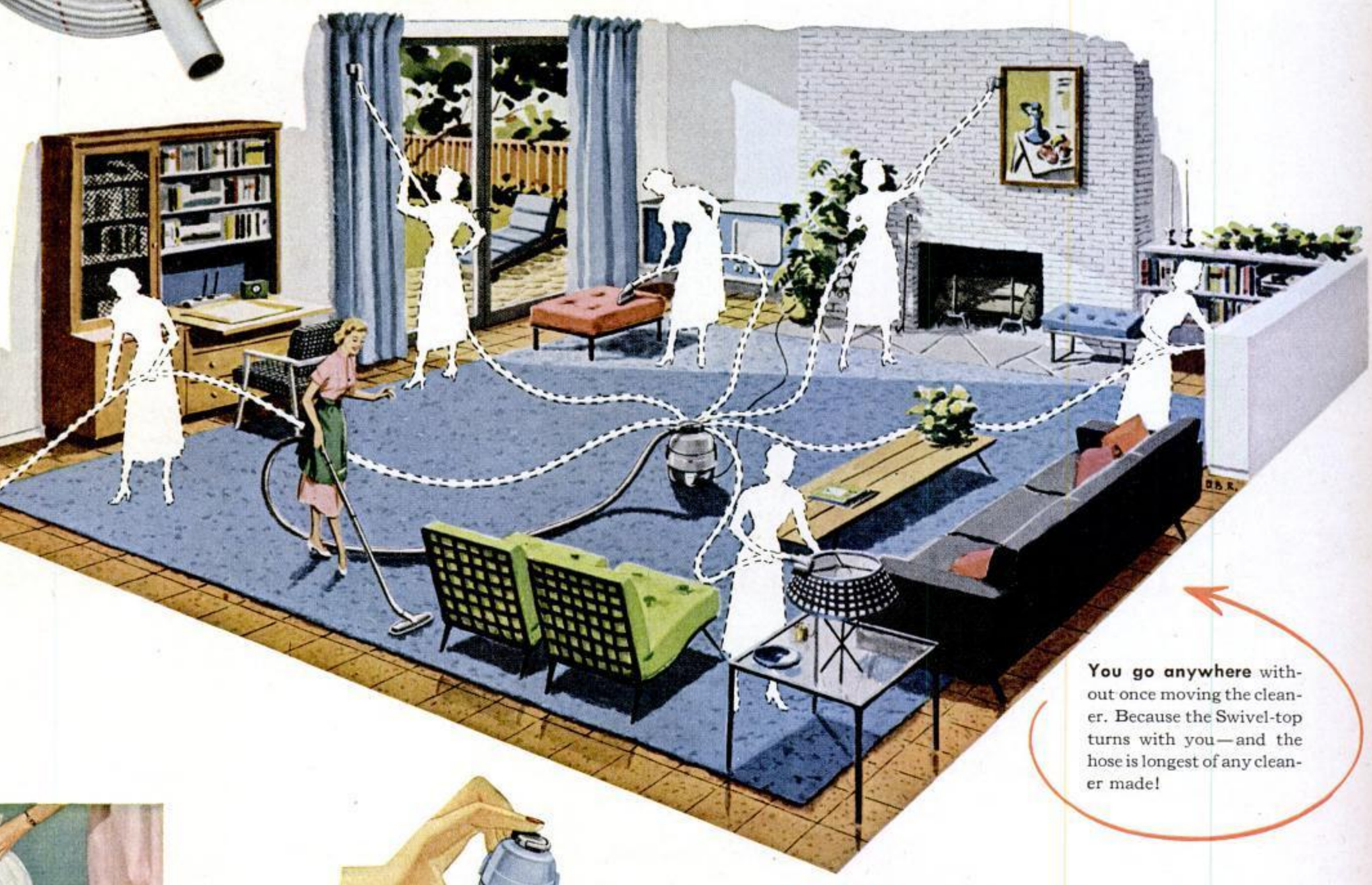
Is push-and-pull cleaning wearing you out? Then General Electric's "Reach-easy" cleaning is for you!

You set this wonderful new cleaner in the center of the average-size room—and you don't move it once while you're cleaning! For the amazing Swivel-top goes 'round with you as you go 'round the room.

It's so easy to reach everywhere, from wall to wall, from corner to corner, because the hose is the longest of any cleaner made!

The easy-to-handle wands are made of lightweight aluminum for non-tiring cleaning. And this new cleaner has a suction power story no ordinary cleaner can match!

*Manufacturer's recommended retail price.



You go anywhere without once moving the cleaner. Because the Swivel-top turns with you—and the hose is longest of any cleaner made!



You never touch or see dirt! You just toss out the "Throw-Away" Bag—the largest made—a few times a year in the average-size household. No muss or fuss!

Win a new G-E Cleaner! Here's your chance to own the wonderful new General Electric Swivel-top Cleaner. Nothing to buy! No obligations! Get full details today at your General Electric dealer's. And while you're there, ask how you can get a unique miniature cleaner with emergency sewing kit packed inside.

General Electric doesn't lose suction power!



DIRT CLOGS CLEANER

In the ordinary cleaner, dirt piles up against the suction motor—smothering its power. So the cleaner clogs like a pinched soda straw once it starts filling up.

DIRT CAN'T CLOG CLEANER

In the General Electric Cleaner, dirt falls *away* from the suction motor—not on top of it. So you get steady, strong cleaning power until this cleaner is full.

Yes, this cleaner has power enough to pick up deep-down dirt and stubborn lint! Plus these outstanding features: Eight "non-scratch" attachments. Quiet motor mounted in live rubber. Built to last because it's built by G. E. See it soon at your near-by General Electric dealer's. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

You can put your confidence in—

GENERAL ELECTRIC

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UNUSUAL WAY TO PROVE...



'Sanforlan' WOOLENS WON'T SHRINK OUT OF FIT!

Why is this fellow swimming around with all his clothes on?

To open your eyes to "Sanforlan" woolens—and show you that they don't have to be afraid of soap and water!

For woolens wash without shrinking out of fit when they're labeled "Sanforlan." Wash without getting matted or hard. Yes, when wool bears the magic word "Sanforlan," it's the grandest "miracle" fiber of all!

So look for the "Sanforlan" trade-mark on all wool garments, woven as well as knit—yard goods, too. "Sanforlan" woolens stay wearable longer—cut cleaning bills.

Sanforlan®

WHEN WOOL WEARS THE "SANFORLAN" TRADE-MARK,

IT BECOMES THE GREATEST "MIRACLE" FIBER OF ALL.



You'll find women's and girls' wool dresses, robes, skirts, jumpers, stoles, jackets, slacks, shorts labeled "Sanforlan"—as well as sweaters and jersey separates. Children's woolens—even coat, hat and legging sets—carry the wonder word, "Sanforlan."

And lots of woolens for men and boys. Jackets, sport and polo shirts, slacks, shorts, underwear, robes, hose. Think how wonderful to keep *all* your woolens soap-and-water fresh! Always look for "Sanforlan"!

Brought to you by the "Sanforized" people . . . Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

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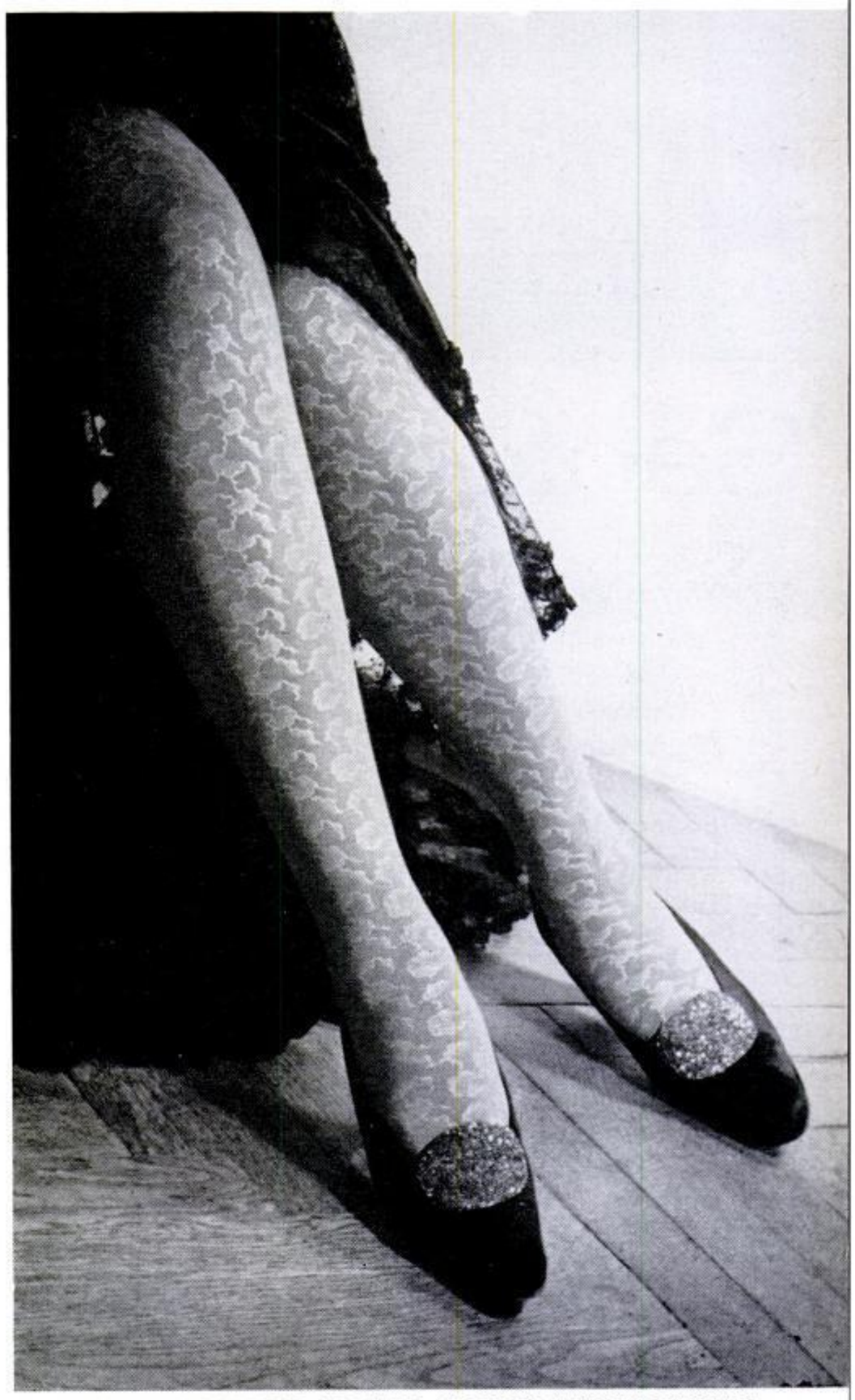
CALF CONTOUR DOTTINGS WERE POPULAR AROUND 1900

IN 1870 GERMANY TURNED TO SCOTLAND FOR NEW IDEAS





CHECKS WERE CONSIDERED UTTERLY "MODISCH" IN 1850



HOSE IN GOLD LEAF ARE STILL WORN BY SPANISH DANCERS

Copyrighted material



BLACK ON WHITE WAS 1910's "CANCAN" MARK

WIGGLY PATTERNS SOLD FROM 1900 TO 1910



SPEAKING OF PICTURES . . .

. . . These are historic leg decorations

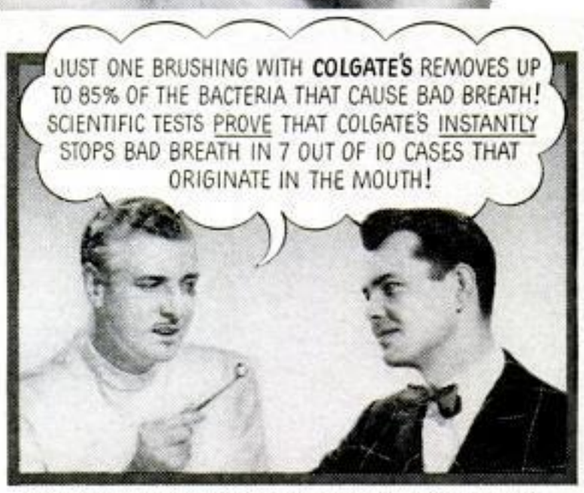
The shape of the leg has been a challenge to mankind from the beginning. It has a large awkward hinge at the bottom, narrows at the ankle, then grows larger farther up. Faced with this problem, man has tried to enhance this shape with stockings, a serviceable pair of which dating from the Fourth Century has been found in a Danish bog. Fifteen centuries later in Germany stockings reached decorative heights in examples shown here, part of the collection of the Elbeo Stocking Co. of Oberlungwitz, Saxony. Some were contributed by an amateur enthusiast, others came from the company's regular line and sold well among women who thought themselves fashionable. Scattered when the Soviet army invaded Saxony, the collection is being reassembled at Mannheim in Western Germany.

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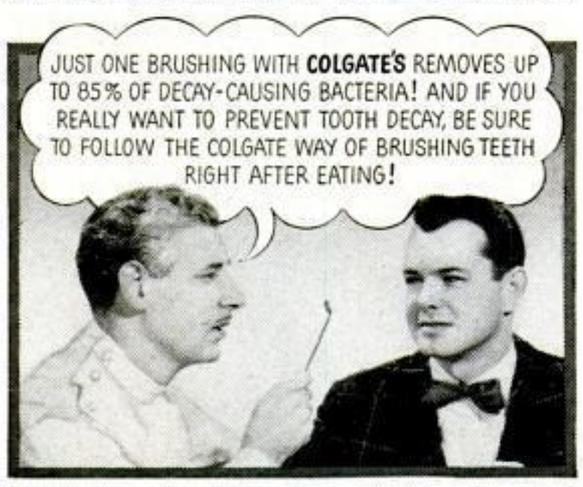
Somebody Ought to Muzzle Her!

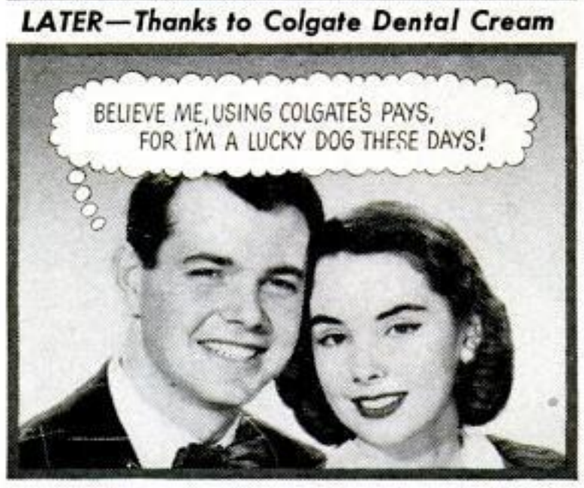






LATER—Thanks to Colgate Dental Cream



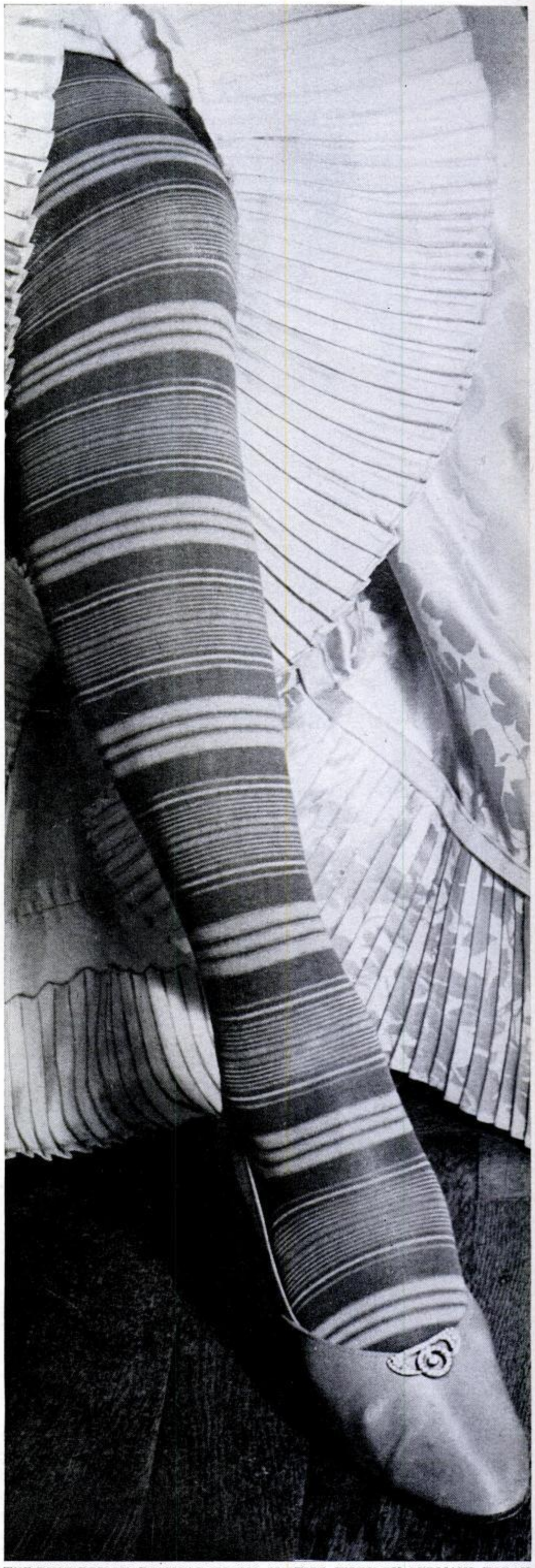


Now! ONE Brushing With COLGATE DENTAL CREAM Removes Up To 85% Of Decay And Odor-Causing Bacteria!

Only The Colgate Way Does All Three!
CLEANS YOUR BREATH while it
CLEANS YOUR TEETH and
STOPS MOST TOOTH DECAY!

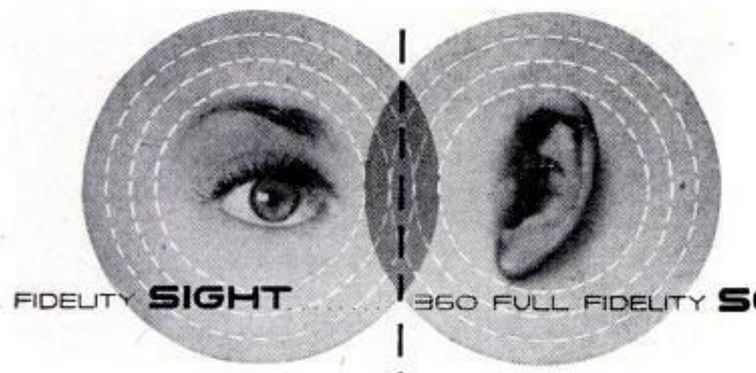


GIVES YOU A CLEANER, FRESHER MOUTH ALL DAY LONG!



THE RING DESIGN, POPULAR IN 1860, IS STILL WORN BY GERMANS TODAY

Copyrighted material



CBS-COLUMBIA
TELEVISION RECEIVERS BRING YOU THE ONLY FULL FIDELITY TV

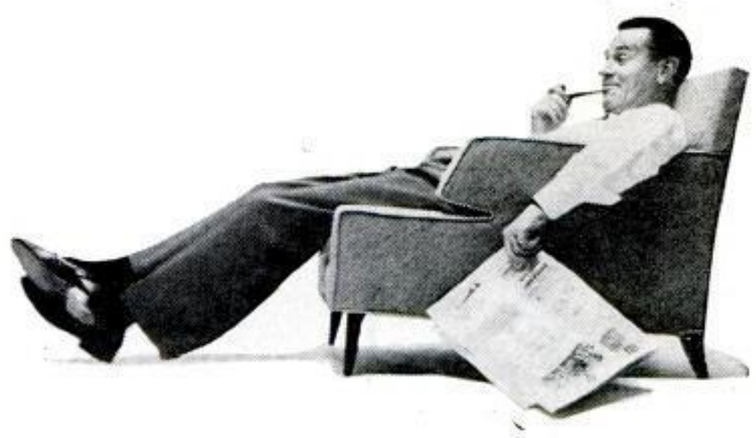




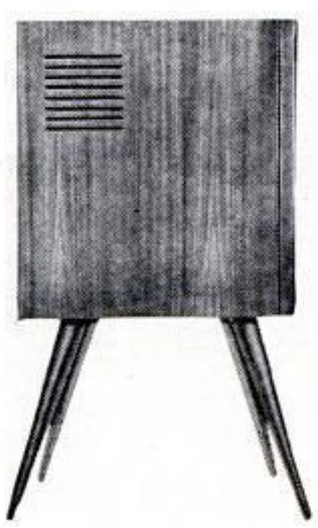












ANNIVERSARY—17-inch table model, ebony finish.

PRESIDENT—21-inch console. Masterline Series.

AMBASSADOR—21-inch de luxe Masterline Series.

PROJECTS 30 PICTURES A SECOND! The amazing CBS-Columbia Photo Electron Gun shoots a beam of billions of electrons across the picture screen . . . electron "dots of light" of absolute uniformity. This determines picture depth and detail—assures Full Fidelity Sight.

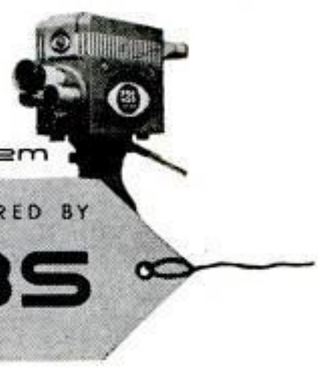
SWITCH IT ON AND THE WHOLE ROOM PLAYS! Hear for yourself the room-filling reality of 360 Full Fidelity Sound. The amazing CBS high-fidelity audio system uses two speakers instead of one . . . two sound outlets instead of one . . . at each side of the cabinet. Thus creating the remarkable effect of being surrounded on all sides by sound. This is 360 Full Fidelity Sound—with range and depth that's a delight to hear. Available in 21, 24 and 27-inch models.



Full Fidelity Sight and Sound are yours only in the new CBS-Columbia Television Receiver. So perfect is the picture, so absolutely true is the tone . . . that broadcast engineers call it Full Fidelity. Nothing else comes close to its perfection of *sight* and *sound*. More than 25 exciting models from which to choose . . . in both traditional and contemporary design.

Built-in all-channel UHF *and* VHF *reception.*

as low as $179.95* *including federal tax, full-year warranty on picture tube, standard warranty on all parts.*
*slightly higher in South and West.



CBS-COLUMBIA INC./ a subsidiary of the Columbia Broadcasting System

ENGINEERED BY CBS

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HENRY ROSENFELD'S "GRAND ENTRANCE DRESSES"

USHER IN A NEW ERA OF ELEGANCE IN

Celanese*

ACETATE, the beauty fiber



To look at these dresses, to *feel* them, it is unbelievable that some of them cost less than $18. That none of them costs more than $25. These are the kind of elegant dresses only a few women could afford in the past (though most women felt they needed at least one). Now Henry Rosenfeld, with his sure sense of design, turns some extraordinarily handsome fabrics into a group of remarkable dresses. Rich muted satins, spirited taffetas, delicate plaids—they are woven of the loveliest man-made fiber of them all, Celanese acetate, the "beauty" fiber.

All six dresses are at Russek's, New York; J. W. Robinson, Los Angeles; Carson, Pirie, Scott & Co., Chicago; Bonwit Teller, Philadelphia; L. Bamberger & Co., Newark; D. H. Holmes Company, New Orleans. More stores on page 22. Celanese Corporation of America, New York 16. Canadian affiliate: Canadian Chemical and Cellulose Co., Ltd., Montreal, Canada.

*Reg. U.S. Pat. Off.



Victorian ball fringe rims the low cut square neck of this jacquard plaid acetate taffeta after-five dress. A deep velvet band adds further neckline accent. The plaid comes in luminous contrasting shades of grey with gunmetal, blue with black, brown on brown, or black on black. Sizes from 8 to 18. $25.

Dress with bow is a totally new kind of muted acetate satin, with deep back pleat to keep skirt full and easy. Colors are red, slate blue, brown, black. Sizes 8 to 18. $25.

Copyrighted material



Crisp acetate taffeta has magnificent back line, deep square neck and unpressed pleats in front. Colors are brown, black, slate blue, or red. Sizes from 8 to 18. $17.95.



Ribbed acetate-and-rayon crepe dress (left) has scoop neck and sleeves bound in velvet. Black, red, green, grey, or toast in sizes from 8 to 18. $22.95. Smooth acetate-and-rayon crepe dress (right) has Empire waist, full circle skirt. It comes in black, red, green, brown, or beige, in sizes from 8 to 18. $17.95.



The neckline on this crisp, acetate taffeta dress dips low in the back, is edged with black velvet and has rhinestone tipped velvet bows. The skirt is gathered and especially generous. The colors are brown, black, slate blue or red. Sizes from 8 to 18. $17.95.

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The Henry Rosenfeld dresses in the Celanese advertisement on the 2 preceding pages are at the following stores:

ALABAMA
Birmingham . . . . . Loveman's
Gadsden . . . . . Duncan's
Homewood . . . . . Bonfield's
Media . . . . . Donaldson's
Selma . . . . . Isadore Kaiser

ARIZONA
Phoenix . . . . . Given Bros.
Tucson . . . . . Gus Taylor

ARKANSAS
Texarkana . . . . . Dillard's

CALIFORNIA
Bakersfield . . . . . Judd's
Coronado . . . . . Kippy's
Culver City . . . . . Quist's
E. Los Angeles . Wessels Apparel Shop
El Monte . . . . . Miss & Matron Shop
Fresno . . . . . Rodder's Mademoiselle
Glendale . . . . . Fashion Shop
Lodi . . . . . M. Newfield & Sons
Long Beach . . . . . Greta's
Los Angeles . . . . . J. W. Robinson
Pasadena . . . . Draper Studio of Modes
Pomona . . . . . Orange Belt Emporium
Reseda . . . . . Southland Casuals
Ridgecrest . . . . . Band Box
Sacramento . . . . . Hollywood Vogue
San Francisco . . . . . Macy's
San Luis Obispo . . . . . Leonore Smith
Santa Monica . . . . . Sylvia Worth
Selma . . . . . Lee's Town & Country
Taft . . . . . Naumann's
Temple City . . . . . Band Box
Vallejo . . . . . Rosee Shoppe
Ventura . . . . . Scott's Apparel

COLORADO
Denver . . . . . Denver D. G. Co.
Greeley . . . . . J. V. Smith & Son

CONNECTICUT
Ansonia . . . . . Marie Antoinette
Bridgeport . . . . . Midel Furs
Bristol . . . . . Jon Marie
Hartford . . . . . Sage-Allen
Middletown . . . . . Esta's, Inc.
Milford . . . . . Milford Dress Shop
Mystic . . . . . Claire's
New Britain . R. L. Birnbaum & Sons
New Canaan . . . . . Cherida
Norwich . . . . . Simon Mandell
Stamford . . . . . The C. O. Miller Co.
Torrington, New Milford, Lakewell
Bronson King
Wallingford . . . . Esther's Dress Shop
Westport . . . . . Isabel-Eland Shops

DELAWARE
Dover . . . . . Emanuel's
Seaford, Jackson's California Creations
Wilmington . . . . . Style Shop

WASHINGTON, D. C.
D. C. . . . . The Hecht Co.

FLORIDA
Daytona . . . . . Candler-Riley, Inc.
Gainesville . . . . . Lanier's
Hialeah . . . . . Kathryne's
Jacksonville . . . . . Furchgotts
Lakeland . . . . . Greene's
Miami . . . . . Byron's
Miami Beach . . . . . Minna Lee
Panama City, Lillian Kilpatrick's, Inc.
Quincy . . . . . Wynne's
St. Petersburg . . . . . Ruth's Inc.
Sanford . . . . . Yowell Co.
Sarasota . . . . . Winada Dress Shop
Sebring . . . . . Kahn's Dept. Store
Tallahassee . . . . . Steyerman's
Tampa . . . . . O'Falk's
Wauchula . . . . . J. W. Earnest & Co.
Winter Park . . . . Lohr-Lee Shop, Inc.

GEORGIA
Atlanta . . . . . Rich's
Bainbridge . . . . . Polly's
Brunswick . . . . . Altman's
La Grange . . . . . Woodings
Thomasville . . . . . Steyerman's
West Point . . . . . Hagedorn's

ILLINOIS
Arlington Heights . . . Silhouette Shop
Belleville . . . . . Peskind's, Inc.
Bloomington . . . . . Roland's
Centralia . . . . . The Smart Shop
Chicago . . . . . Carson Pirie Scott
Chicago Heights . . . . . The Rau Store
Downer's Grove . . . . . Muriel Mundy
Jacksonville . . . . . Kilham's
Marengo . . . . . Coach & Four
Rantoul . . . Wilson's Town & Country
Springfield . . . . . John Bressmer Co.
Waukegan . . . . . Hein's
Wilmette . . . . . Vette's, Inc.

INDIANA
Anderson . . . . . Hoyt-Wright Co.
Bloomington . . . . . The Kings Shop
East Chicago . . . . . Jaye's Dress Shop
Indianapolis . . . . . L. S. Ayers
Michigan City . . . . . Carsten's Bros.
Portland . . . . . Jani Shop
Richmond . . . . Davidson's of Indiana
South Bend . . . . . Robertson's
Vincennes . . . . . Joseph's

IOWA
Davenport . . . . . Isabelle Ramey

KANSAS
Leavenworth . . . . . The Model
Prairie Village . . . . Pete Potter, Inc.
Topeka . . . . . Grayce Ready to Wear
Wichita . . . . . Lewin's

KENTUCKY
Cumberland . . . . Tip Top Dress Shop
Fulton . . . . . The Leader Store
Harlan . . . . . Bower's
Henderson . . . . . Henderson's Co.
Louisville . . . . . Byck Bros.
Winchester . . . . . The Fair Store

LOUISIANA
Baton Rouge . . . . . Goudchaux
Jeanerette . . Wormser's of Jeanerette
Lafayette . . . . . The Ladies Shoppe
New Orleans . . . . . D. H. Holmes
Shreveport . . . . . J. E. Peyton Co.

MAINE
Bar Harbor . . . . . Adler's
Skowhegan . . . . . The Bonnet Shop
Waterville . . . . . Squire's

MARYLAND
Annapolis . . . . . Labovitz, Inc.
Baltimore . . . . . Hutzler's
Berlin . . . . . The Jeanne Shop
Cumberland . . . . . Lazarus, Inc.
Frederick . . . . Town & Country Shop

MASSACHUSETTS
Boston . . . . . R. H. White
Bradford . . . . . Maguire-Bradford
Haverhill . . . . . Grad's
Leominster . . Ruth Lee's Dress Shop
Lowell . . . . . Bon Marché
Milton . . . . . Miss Vaughan's
Nantucket . . . . . Maud Dinsmore
Newburyport . . Kray's Women's Store
North Adams . . . . . Esther Ryan
Springfield . . . . . Albert Steiger Co.
Worcester . . . . . Denholm & McKay

MICHIGAN
Ann Arbor . . . Kessel's Fashion Shops
Battle Creek . . . . . Seaman's
Detroit . . . . . Himelhoch Bros.
Flint . . . . Goodman's College Dorm
Grand Haven . . . . . The Abigail
Grand Rapids . . . . . Wurzburg's
Holland . . . . . Jeane's
Howell . . . . . Peirce's Store
Kalamazoo . . . . . Gilmore Bros.
Lansing . . . . . The Style Shop
Marine City . . . . . Miller's
Monroe . . . . . Rush's
Niles . . . . . Naomi
Plymouth . . . . . Minerva's
Pontiac . . . . . Lion Store
River Rouge . . . . . On the Avenue
Rochester, Oxford . . . . Lucille Shop
Saginaw . . . . . Grayce Shop

MINNESOTA
Minneapolis . . Power's Dry Goods Co.
Red Wing . . . . . Boxrud Co.
Rochester . . . . . C. F. Massey
Stillwater . . . . . Koliner's, Inc.

MISSISSIPPI
Booneville . . . . . Patrick's
Greenville . . . . . Nelms & Blum
Jackson . . . . . R. E. Kennington
Laurel . . . . . Naomi McRae
Tupelo . . . . . Pryor's

MISSOURI
Columbia . . . . . Julie's
Excelsior Springs . . . . Elynor Shop
Hannibal . . . . . Kilham's
Kansas City . . . . . Cricket West
Liberty . . . . . Hughes-McDonald
Maryville . . . . . Stephenson's
Normandy . . . . . Carla Shoppe
No. Kansas City . . . . . The Mandel
St. Louis, Scruggs-Vandervoort-Barney

MONTANA
Glendive . . . . . Cummins Store
Missoula . . . . . Cummins Store

NEBRASKA
Kearney . . . . . Ruter's the Fashion
Lincoln . . . . . Hovland Swanson
Omaha . . . . . Topps & Donahoo

NEW HAMPSHIRE
Keene . . . . . Royal Ready to Wear

NEW JERSEY
Asbury Park . . . . . Steinbach Co.
Atlantic City . . . . . Homberger's
Belmar . . . . . Belmar Dept. Store
Bergenfield . . . . . Florence Shop
Elizabeth . . . . . R. J. Goerke
Hackettstown . . . . . Genevieve Shop
Lakewood . . Feldman's Fashion Center
Madison . . . . . Margay Shop
Metuchen . . . . . Morris Stores
Perth Amboy . . . . . Vogue
Plainfield . . . . . Ida Gavett
Princeton . . . . . French Shop
Newark . . . . . Bamberger's
New Brunswick . . . House of Fashion
Passaic Park . . . . . Salvatore
Paterson . . . . . Meyer Brothers
Rahway . . . . . Elvira Shoppe
Ramsey . . . . Lorene Scala Dress Shop
Summit . . . . . Lillian O'Grady
Trenton . . . . . Elsie Gallivan
Vineland . . . . . Wrought Furs

NEW MEXICO
Albuquerque . . . . . Hinkel's

NEW YORK
Amsterdam . . . . . Holzheimer & Shaul
Batavia . . . . . Alexander's
Buffalo . . . . . Flint & Kent
Canandaigua . . . . . Norma Shop
Dunkirk . . . . . Jayne's
Flushing . . . . . Morton's
Hamburg . . . . Wright-Stevenson, Inc.
Hicksville . . Town & Country Apparel
Kingston . . . . . The Barbizon Shop
Middletown . . . . . Bertonne Shop
Middle Village . . . . . Martha Shop
Newburgh . . . . . The Fannette Shop
New York City . . . . . Russeks
Painted Post . . Mary Kirkland Shoppe
Poughkeepsie . . . . . Edell's
Rego Park . . . . . The Fashion Spot
Schenectady . . . . . Lady Lee Evelyn
Syracuse . . . . . C. E. Chappell & Sons
Tarrytown . . . . . The Hoffman Store
Woodhaven . . . . . Colony Shop

NORTH CAROLINA
Asheville . . . . . Bon Marché
Beaufort . . . . . Merrill's Dress Shop
Burlington . . . . . My Hat Shop
Charlotte . . . . . J. B. Ivey Co.
Clinton . . . . . Powell's Dress Shop
Durham . . . . . Ruth Gordon Fashions
Fayetteville . . Fleishman's Big Store
Franklyn . . . . . The Twins Shop
Greensboro . . . . E. L. Brownhill, Inc.
Kannapolis . . . . . Virginia's
Kinston . . . . . Ladies Shop
Lexington . . . . . Eparle's
Lillington . . . . . Ray's
Newton . . . . . Lucy Low Shoppe
Pilot Mountain
W. L. Lynch Dept. Store
Reidsville . . . . . The Style Center
Roanoke Rapids . . . . . Shafia's
Salisbury . . . . . Purcells
Statesville . . . . . Julie's of Statesville
Thomasville . . . . . Jester's Fine Shop
Wallace . . . Eisenbergs Fashion Shop
Waynesville . . . . . Miss Toggery

OHIO
Akron . . . . . Birnbaum's
Bellaire . . . . . Herzberg's
Cincinnati . . . . The John Shillito Co.
Columbus . . . . . F. & R. Lazarus Co.
Elyria . . . . Georgia Huntington Shop
Euclid . . . . . Kay Jeffrey, Inc.
Hamilton . . . . . Corneal Marie Shop
Lockland . . . . . The Vogue
Lorain . . . . . Smith & Gerhart

OHIO continued
Medina . . . . . Better Dress Shop
Minerva . . . . . Garie Scott
Newark . . . . . Levin Store
Tiffin . . . . . Berson's
Toledo . . . . . LaSalle & Koch Co.
Youngstown, The G. M. McKelvey Co.

OKLAHOMA
Duncan . . . . . Abbie's
Enid . . . . . Rose Anne Shop
Lawton . . . . . Scott's
Muskogee . . . . . Durnil's
Oklahoma City . . . . . Peyton-Marcus
Ponca City . . . . . Frolich's Style Shop
Tulsa . . . . . Megee's

OREGON
Bend . . . . . Mannheimer's
Corvallis . . . . . Shepard's
Eugene . . . . . Kaufman Bros.
Portland . . . . . Lipman Wolfe Co.
Salem . . . . . Kay's

PENNSYLVANIA
Allentown . . . . . Emil E. Otto
Ambridge . . . . . Helene's
Bellefonte . . . . . The Katz Store
Berwick . . . . . Guinan's Dept. Store
Bethlehem . . . . . Sigals
Bradford . . . . . The Johnston Store
Butler . . Rosenberg Fashions & Furs
Chambersburg . . . . . The Little Shop
Charleroi . . . . . Gilbert's
Chester . . . . . Speare Bros.
Clairton . . . . . Camarada's
Coatesville . . . . . The Pearl Shop
Doylestown . . . . . Ely's Dress Shop
Eaton . . . . . Margaret Moore
Erie . . . . . Read Dress Studio
Hanover . . . . . Mae-Peryl Shop
Harrisburg . . . . . Mary Sachs
Jeanette . . . . . Ratner's
Johnstown . . . . . Foster's Corner
Lancaster . . . . . Brisk & Glick
Lansdowne . . Ruth Wilcox Dress Shop
Lansford . . . . . Bright Stores
Mount Oliver . . . . . Felser's
Norristown . . . . . Ann Tawney
Perkasie . . . . . Vogue Shoppe
Philadelphia . . . . . Bonwit Teller
Pittsburgh . . . . . Joseph Horne
Phoenixville . . . . . Cherashore's
Pottstown . . . . . Kessler's
Punxsutawney . . George Fashion Shop
Scranton . . . . . Cleland Simpson
Sunbury . . . . . Phil Fehr
West Chester . . . . . Jane Chalfant
Wilkes-Barre . . . . . Paris Co.
Yeadon . . . . . Jablon's Style Shop

RHODE ISLAND
Newport . . . . . Garzo

SOUTH CAROLINA
Spartanburg . . . . . The Smith Shop
Walterboro . . . . . Mademoiselle's

TENNESSEE
Bristol . . . . . Sterling House
Chattanooga . . . . . Loveman's
Clarkesville . . . . . Lee's
Greenville . . . . Francis Dress Shoppe
Kingsport . . . . J. Fred Johnson & Co.
Knoxville . . . . . Sterling House
Memphis . . . . . John Gerber
Nashville . . . . . The Vogue Shop
Oak Ridge . . . . . Loveman's

TEXAS
Austin . . . . . Goodfriends
Borger . . . . . Charm
Brownwood . . . . . Knobler's
Corpus Christi . . . . . Joseph Leon
Dallas . . . . . Sanger Bros.
Denton . . . . . The Vanity Shop
Fort Worth . . . . . Meacham's
Galena Park . . . . . J. B. Smith Co.
Galveston . . . . . Schwartz's
Houston . . . . . Foley Bros.
Laredo . . . . . Hacher's Dept. Store
Navasto . . . . . E. M. Perry Store
Palestine . . . . . Farris
Richmond . . . Edelstein's Dress Shop
San Antonio . . . . . Carl's
Tyler . . . . . New York Store

UTAH
Ogden . . . . . L. R. Samuels
Salt Lake City . . . . . Auerbach Co.

VIRGINIA
Alexandria
The Arlandrian Dress Shop
Arlington . . . . . Raye's
Charlottesville . . . . . Whitney's
Culpeper . . . . . Fashion Shop
Danville . . . . . L. Herman
Lynchburg . . . . . J. R. Miller Co.
Norfolk . . . . . Rice's
Petersburg . . . . . Spero's
Portsmouth . . . . . The Famous
Richmond . . . . . Greentree's
Roanoke . . . . . Smartwear-Irving Saks
Staunton . . . . . Timberlake's
Williamsburg . Williamsburg Shop Inc.

WASHINGTON
Bellingham . . . . . Adams, Inc.
Bremerton . . . . . Barr's Apparel Shop
Longview & Vancouver . . . . Caplan's
Mt. Vernon . . . . . Ann Richards
Olympia . . . Frederick's Apparel, Inc.
Seattle . . . . . Frederick & Nelson
Wenatchee . . . . . Brissettes, Inc.

WEST VIRGINIA
Beckley . . . . . The Vogue
Bluefield . . . . . Peters & Driscoll
Charleston . . . . . Stone & Thomas
Clarksburg . . . . . Broidas
Elkins . . . . . Goldberg's
Elm Grove . . . . . Suzanne's
Huntington . . . . . M. D. Angel Co.
Moundsville . . . . . Ferris Shoppe
Warrenton . . . . . Lerner Bros.
Wheeling . . . . . Stone & Thomas
Williamson . . . . . Brown's

WISCONSIN
Beloit . . . . . Clara Stone
Milwaukee . . . . . Gimbel Bros.

WYOMING
Casper . . . . . Kassis Dept. Store
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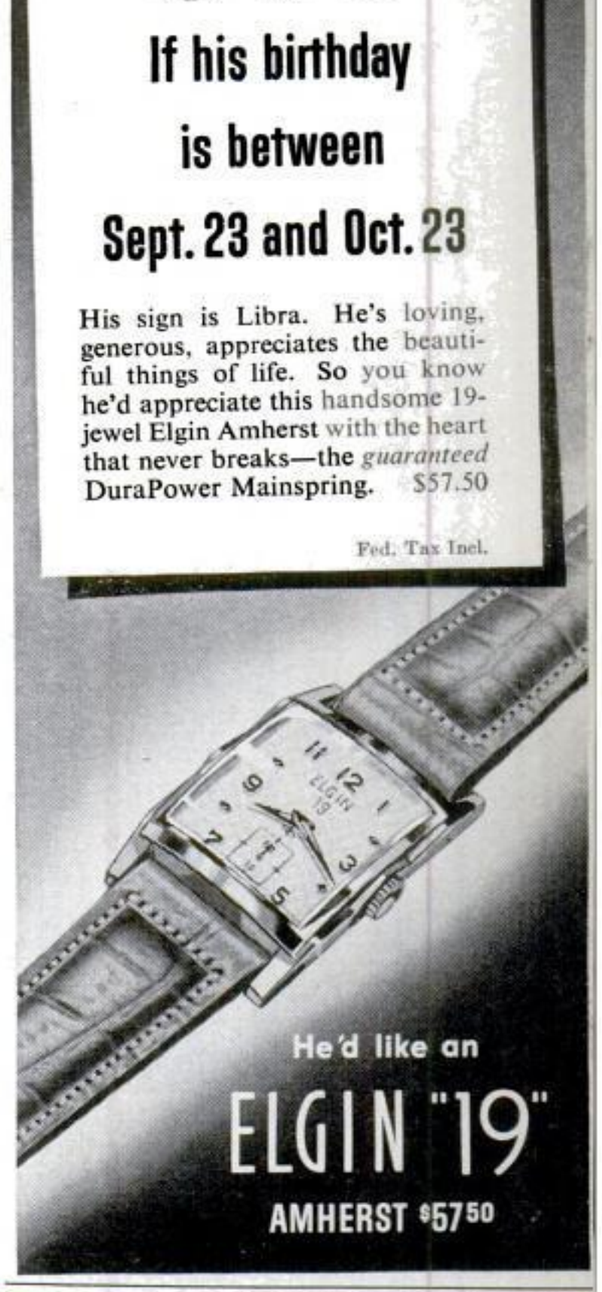
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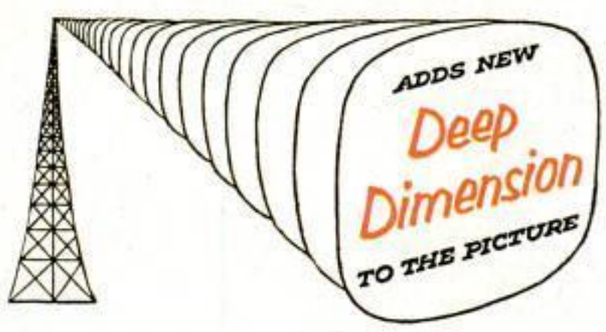
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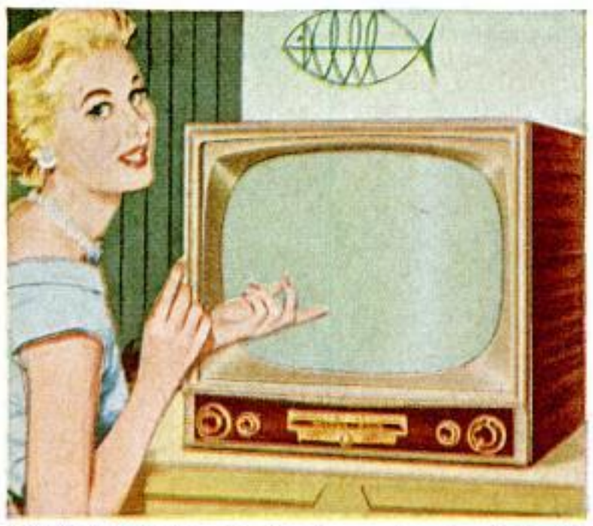


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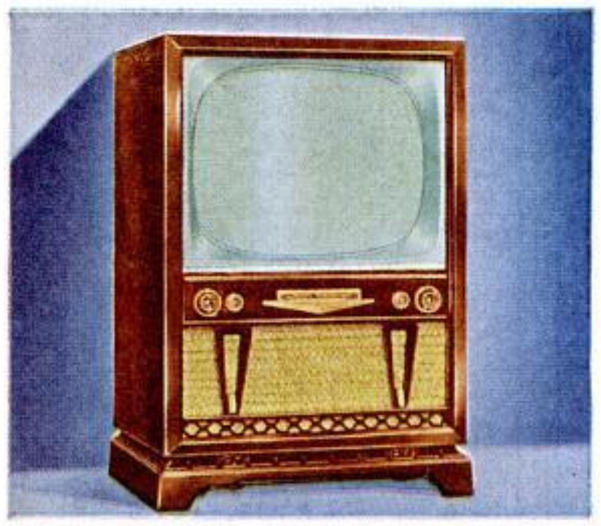
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LETTERS TO THE EDITORS



TUSI PRINCESS



DIOR MODEL

THE FIRST DIORS

Sirs:

It would seem Monsieur Christian Dior is a LIFE reader too. In your article on his "new" collection ("The First 13 Diors," LIFE, Aug. 31) I noticed a remarkable similarity between the chapeau on model Victoire and the headdress of the handsome Tusi princess in your African issue. On the princess it looks good!

JEAN DI LUZIO
Gloucester, Mass.

Sirs:

If Mr. Dior were a woman and had to wear such ungraceful short dresses "she" would have had second thoughts. . . . I'm sure millions of women share my hope that the "New 1953 Look" will not be accepted.

HILDA R. PINKMAN
Jersey City, N.J.

FLIGHT THROUGH SPACE

Sirs:

I want to applaud LIFE's article "Space, It's Enough To Make the Blood Boil" (LIFE, Aug. 31). Mr. Leonard has done a great service to a vast reading public in providing an antidote to all the overoptimistic (if not actually irresponsible) proposals for space travel "now." Those of us who are concerned with presenting a fair view of science to the public cannot fail to appreciate the realistic approach. . . . It is gratifying to see the "down to earth" approach presented in a journal as widely read as yours.

LEON E. SALANAVE
Lecturer in Astronomy
A. F. Morrison Planetarium
San Francisco, Calif.

Sirs:

Your article on the difficulties of space flight reminds one of the learned paper published by an American scientist in 1902, proving heavier-than-air flight impossible. In 1903 the Wrights, in impudent disregard of the distinguished gentleman's opinions, flew their first plane.

Those who jeer at Wernher von Braun should remember how silly and cruel the following words by Ambrose Bierce—about another great American aviation pioneer—sound nowadays: "I don't know how much larger Professor Langley's machine is than its flying model was—about large enough, I think, to require an atmosphere a little denser than the intelligence of one scientist, but not quite so dense as that of two."

JOHN M. SHARP
El Paso, Texas

Sirs:

. . . In spite of the undoubtedly harmful effect your article has had on space rocket research, in a few years you will be trying to buy the personal life story of the first man on the moon—probably an American—offering him a fabulous price.

JIM HARMON
Mt. Carmel, Ill.

Sirs:

Although the author wrote on the grounds of "facing reality," I nevertheless believe that he is basically little more than an out-and-out pessimist. True, there are innumerable problems involved in any excursion into space. On the other hand, they are challenging, and man has always been faced with challenge since he first decided that he was better than other animals. Standing upright was a challenge; so was building a fire; and likewise right down to the invention of the atom bomb and 3-D movies.

ALVIN H. HOLMQUIST
Newport, R.I.

Sirs:

After reading Leonard's article, I have had to revise my thinking as I have been one of the folks who assumed that such travel was just around the corner. The problems as put forward by the author are formidable and I now see little hope for my children's children's children leaving this battered old globe.

ELMER F. JOHNSON
Los Angeles, Calif.

Sirs:

I was amazed that you made little if any mention of atomic power for space travel. I suppose that they told Columbus, if there is anything out

CONTINUED ON NEXT PAGE

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How we retired in 15 years with $250 a month

"Odd as it seems, it wasn't till fifteen years ago that Ruth and I found the one sure way to retire. And that's what we're doing today—living the kind of life we always wanted here in New England, with a check for $250 coming regularly every month, guaranteed for life!

"Like so many other people, we'd saved a little money when times were good in the twenties. But the little business we put it into collapsed in the depression. I began to realize that it takes long and careful training to make you an expert on investments—training I didn't have!

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"Probably I'd seen those Phoenix Mutual Retirement Income Plan ads any number of times before I finally did something about it. I always meant to write in, but I said I'd do it when my savings were up again.

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"*Well, I don't have to pay to find out about it,* I said. So I clipped the coupon at the bottom of the ad and mailed it that very day. Soon I had a booklet that described all the Retirement Income Plans in detail. I saw I could actually get $250 every month starting right at 55. And, best of all, it was guaranteed—I couldn't lose it or outlive it. And all during the fifteen years, Ruth and the children would be protected with life insurance.

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"Those fifteen years flew by. We didn't have a worry in the world about our future, thanks to Phoenix Mutual. Then just two years ago it all came true. We got our first check and retired. It's just as we planned it. We're taking life easy, with time for trips, for friends, for really living. And we're financially independent for life!"

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Date of Birth_____
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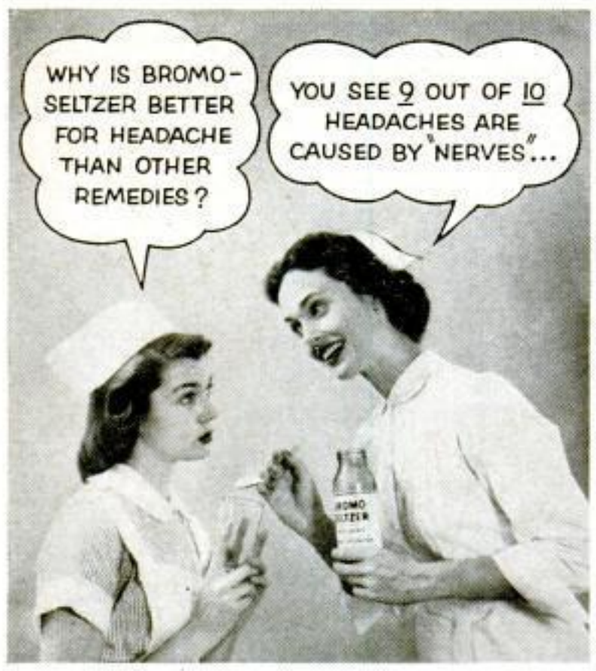
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MONEY-BACK GUARANTEE!
If you are not fully satisfied with results, return the unused portion to Emerson Drug Co., Baltimore 1, Maryland, and your full purchase price will be gladly refunded.

LETTERS TO THE EDITORS CONTINUED

there in that ocean, it's too far to row. Just so, you can show the almost impossible nature of a chemical-reaction conquest of space. Yet certainly it is obvious that the newer sources of greater power will be used—by some other nation, if our experts are too dumb to do it. And if the experts say "impossible," wasn't it Henry Ford who said never put an expert on a new process?

FRANK P. BEARSDLEE
Glendale, N.Y.

● No feasible way to propel rockets through space with the energy from nuclear explosions or atomic piles has yet been devised, although many scientists have worked on the problem.—ED.

OVERDOSE OF LOVE

Sirs:

I was just sick to read about the "loving" abuse of those poor baby animals ("Zoo's Babies Get Overdose of Love," LIFE, Aug. 31). How could the zoo have allowed those babies to be so mistreated?

LOIS R. ORR
Watsonville, Calif.

Sirs:

I only hope the person responsible for that sadistic idea someday gets his just deserts, and that someone turns loose a swarm of little monsters on him!!!!

MRS. F. A. WILKINSON
Abilene, Texas

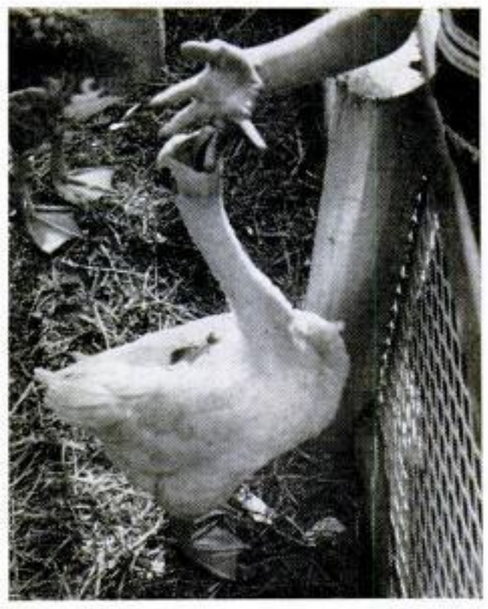
Sirs:

How in the name of Ernest Thompson Seton could trained naturalists and zoologists at the Brookfield zoo permit living animals to be fondled by thoughtless children? Anyone who has ever seen a small child pull a cat's tail would know better.

I, for one, heartily applaud the animals who had enough spunk to protest the outrage. Anyone who participated in the affair deserved to be bitten, clawed, kicked or whatever the animals could do in self-defense!

THOMAS J. CUMMINS
Los Angeles, Calif.

● Some of the animals did fight back, among them the goose (*below*) who bit a boy's finger.—ED.



BARTERING ARTIST

Sirs:

If Artist James Poetzsch has been able to solve the problem of how to pay his income taxes on the value of the pictures he traded for $4,000 worth of furniture ("The Bartering Bridegroom," LIFE, Aug. 31) please tell us how. Uncle Sam's cut in that deal would be over $500, payable in cash.

LAURENCE BOOTHE
San Marino, Calif.

● "How horrible," comments Painter Poetzsch, who had not considered the tax angle. "Wonder if they'll take a painting? Maybe I'll write Ike. He paints, so maybe he'll understand."—ED.

FLOATING PARTY

Sirs:

Is my memory playing tricks, or is that "floater in top hat" ("Life Goes Tubing on the Sammamish Slough," Aug. 31) the same Irving Clark who back in the wacky past at Harvard started the intercollegiate fad of eating goldfish?

MILO RYAN
Seattle, Wash.

● It was he who ate fish in 1939 (*below*), although many others have claimed the dubious credit for having started the fad.—ED.



POLITICAL BOSSES

Sirs:

Regarding the editorial, "The Bossless Democrats" (LIFE, Aug. 31): I have noticed that in all big Republican publications there seems to be an undercurrent of fear that after the Nov. '52 fiasco the American public is beginning to realize that the Democrats were right after all. Your magazine is no exception.

ANGELINE MAINOLFI
Saginaw, Mich.

Sirs:

I wish you would tear out your worthless and objectionable editorials before sending me my copy. I refer to "The Bossless Democrats." I detest Stevenson whose conduct abroad you praised. . . . You are just an old Truman Democrat.

MILLER M. ODIL
Kalamazoo, Mich.

Sirs:

You are to be commended for your very excellent editorial ("Twilight of the Bosses," LIFE, Aug. 31) on the political career and achievements of Edward J. Flynn. . . . But you seem to place too much hope and faith in the "powerful emergence of the gifted amateur in large numbers" and in the assumed fact that "young people vote more and are more sophisticated politically." In my view, there is no substitute for forthright, imaginative, realistic political leadership.

BENJAMIN ANTIN
New York, N.Y.

CONTINUED ON PAGE 30

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LOOK YOUR VERY BEST in perky, starchable cottons. Now it's easy to restore that like-new look to washable dresses and blouses. Niagara instant starch is the solution.

WORKS PERFECTLY IN COLD WATER . . . just swish Niagara in water from the tap . . . it's ready to use. Enjoy wonderful new ironing ease; get perfect results with this new instant starch.





It's easy to starch and iron a dress . . . with Niagara *instant* starch

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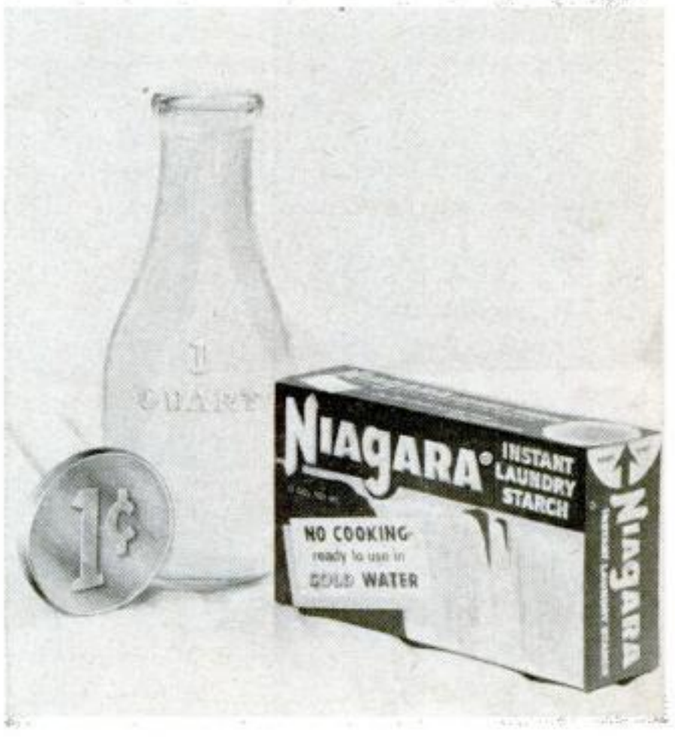
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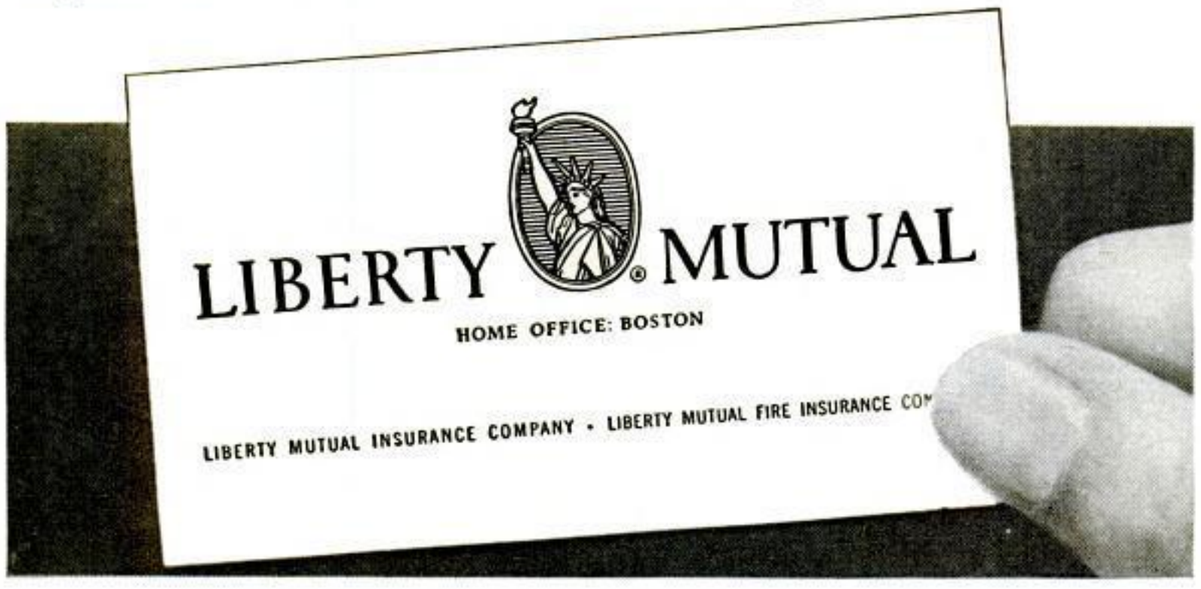
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LETTERS TO THE EDITORS

CONTINUED

BOY CROONER

Sirs:

Your article on the howling brats of TV and jukebox ("Once There Was a Boy," LIFE, Aug. 31) was most entertaining. You are to be praised and, I trust, blessed by God for bringing these awful prodigies down to size.

JOSEPH V. WILCOX

Albion, Mich.

Sirs:

As a radio station engineer (WSPR-ABC in Springfield) I spin this slush at regular intervals. Your article bringing out the exploitation and commercialization of young recording "artists" fostered one reaction—an intense desire to regurgitate.

ROBERT C. BUNCE

Springfield, Mass.

GREEK QUAKES

Sirs:

In a few pages LIFE has presented a most vivid picture of conditions on the quake-stricken islands of Greece ("Ruinous Epilog to Homeric Drama," LIFE, Aug. 31). Your photos taken at the scene of the disaster have brought home to thousands of readers the extent of damages and suffering on those islands. It made us especially proud to see that our Marines were among the first to go to the assistance of the needy islanders.

REV. ZACHARY XINTARAS

Greek Archdiocese
Theological Institute
Brookline, Mass.

PATROLMAN'S LUCKY CATCH

Sirs:

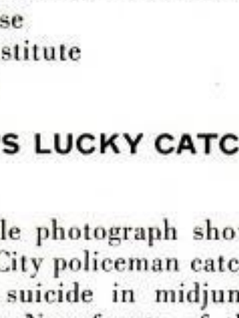
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CHARLES MCCABE
Publisher

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New York, N.Y.

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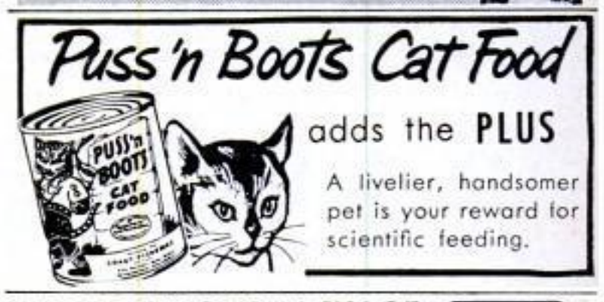


If you're an outdoor man, make 'Chap Stick' your constant companion. Carry it with you wherever you go. Use this famous lip balm at the first sign of rough, chapped lips.

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Buy a personalized* 'Chap Stick' for every member of your family.
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HOW TO WASH SWEATERS

by Eleanor B. Cook, former Associate Editor of McCall's

To keep your sweaters soft and fluffy as new, just follow these simple instructions and—use RINSO

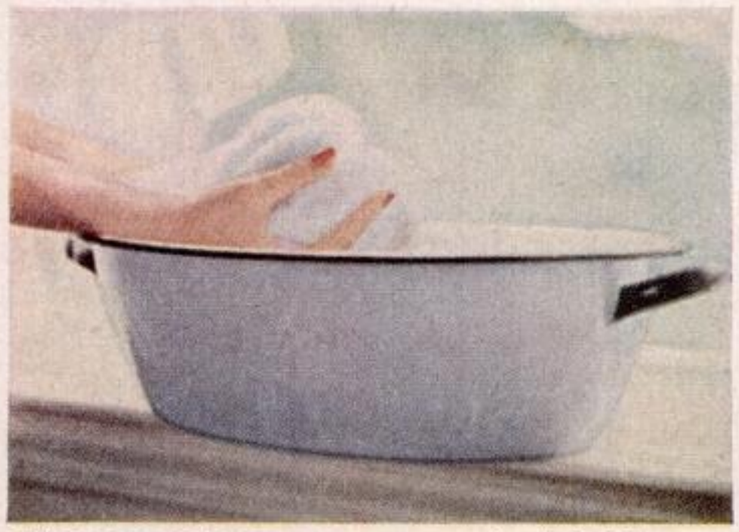
Washing sweaters seems to cause more anguish than almost any other job I know. And it's really so easy!

I've found that most of the anguish can be traced to just two causes—not washing properly, or using a soap or detergent that's too harsh. How to wash is outlined below. As to what to use, it's as simple as this—always use Rinso!

You can trust gentle Rinso to do a thorough but safe job on all your woolens if you follow my simple instructions. There's another very important advantage in using Rinso. When you wash blankets, socks or sweaters in rich Rinso suds, the wool stays soft as new. As a matter of fact, you can wash almost anything successfully in Rinso. Including the new synthetic fabrics!

And think of the extras you get with Rinso. For instance, only Rinso contains SOLIUM. This extraordinary ingredient makes white clothes reflect more light. That's what makes the white clothes you wash in Rinso look whiter than when they were brand new!

Finally, Rinso costs you less—you usually pay about 20% less for Rinso soap than for most of the other washday products. That's because it now costs Lever Brothers less to make Rinso, and they pass the saving on to you. Rinso's a wonderful buy!



WASH SWEATERS BY HAND in rich lukewarm (100° F.) Rinso suds. First, rub heavy suds gently into stained areas. Then, soak for 5 to 10 minutes in suds. Finally, squeeze and dip with cupped hands to flush out dirt. Rinse well in clear, lukewarm water.



REMOVE WATER by rolling sweater in a Turkish towel and squeezing gently. Never wring a sweater. Dry woolen sweaters on a stretcher, if possible. Or shape to size on heavy paper. Nylon sweaters do not require stretching or blocking. Dry them on a hanger.

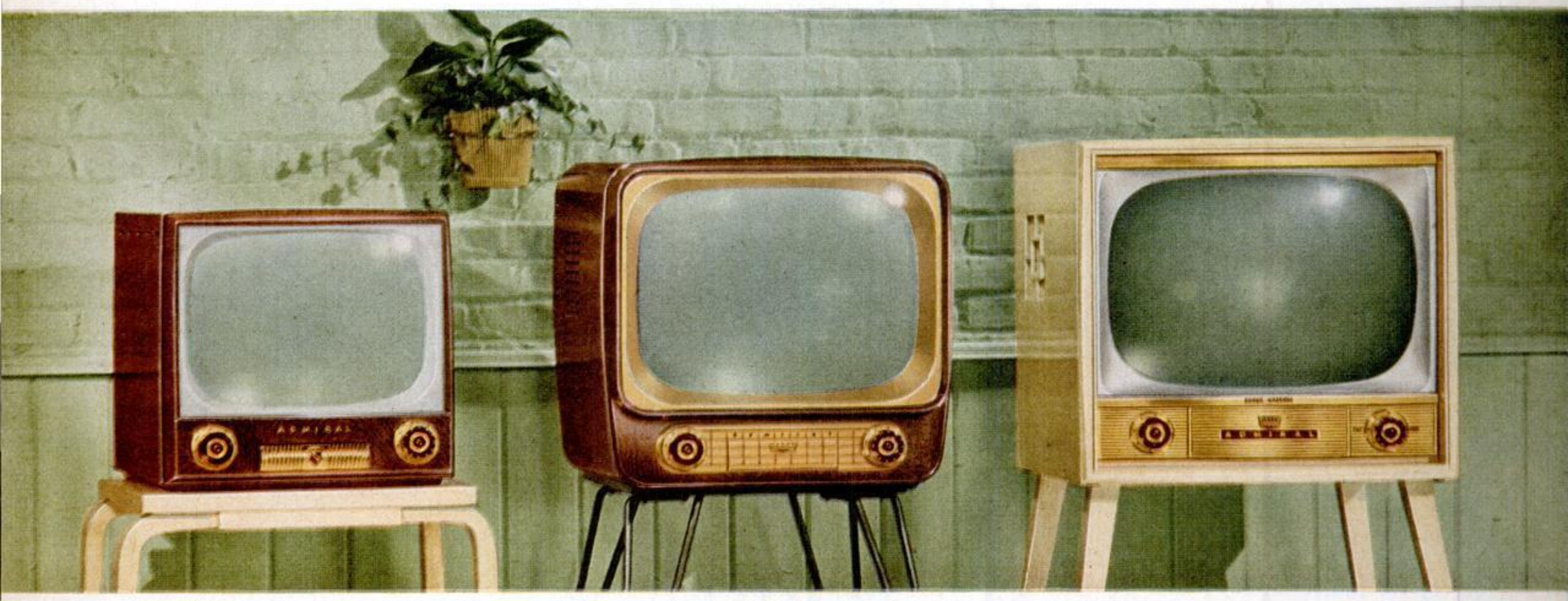


SAVE 20%—You usually pay about 20% less for Rinso than for detergents. And Rinso soap is guaranteed to wash your sweaters, socks and blankets beautifully—or your money back! Guaranteed by **Lever Brothers Company, 390 Park Avenue, New York 22, N.Y.**

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BRINGS YOU TELEVISION'S FINEST PICTURE



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Model T2237—21″ blonde oak, legs included
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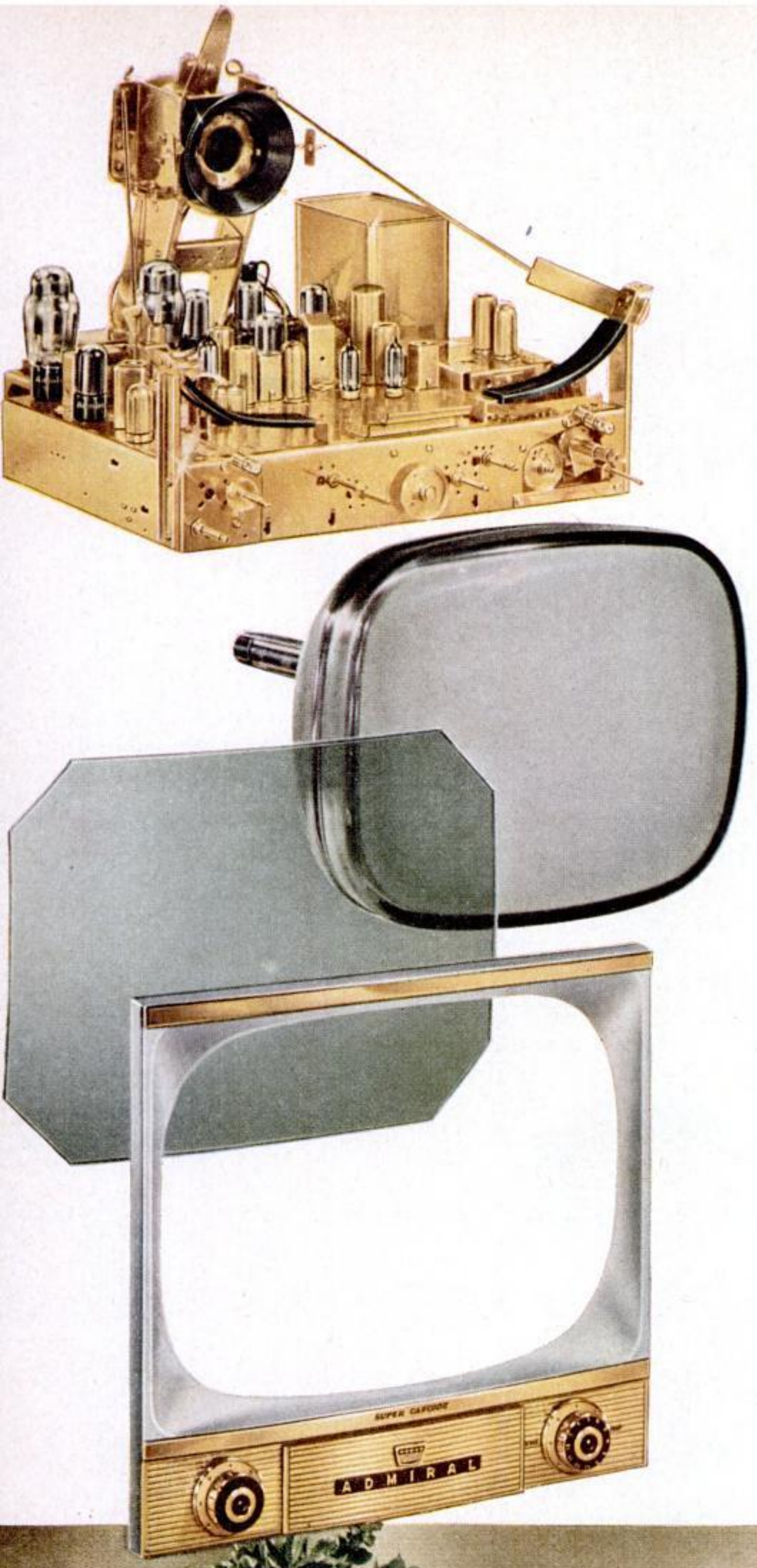


Model C2227—21″ blonde oak console
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Model F2218—21″ Provincial in maple
21″ half door consoles start at . . **$369.95***

Model C2516—24″ mahogany console
24″ consoles start at . . **$399.95**

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FOUR REASONS WHY...

Start with TV's newest, most powerful *long distance chassis*. Add the depth and brilliance of an *aluminized picture tube*, plus the restful, glare-free benefits of a *scientific optic filter*. Then surround this amazing picture with the beauty of a gleaming *golden picture frame*—and you have television as only Admiral can bring it to you. Remember—*not just one, but four* perfectly coordinated elements account for Admiral's superlative performance!

All-New Super Cascode Long Distance Chassis. Over mountains, over plains, over water—it moves you *in close* where viewing is best! A superb performer in *any* signal area, with all-new picture power . . . all-new stepped-up sensitivity . . . all-new noise elimination . . . all-new locked-in stability . . . and incorporating amazing new printed circuits that resist vibration and moisture!

All-New Aluminized Picture Tube. In 21″, 24″ and 27″ screen sizes, this amazing new picture tube gives whiter whites, deeper blacks, and the full range of "in-between" shades that add so much to picture quality. Brings you TV's brightest picture . . . the most *lifelike* you've ever seen!

All-New Anti-Glare Optic Filter. Scientifically tinted to just the right degree—not too light, not too dark—Admiral's all-new Optic Filter safety glass prevents washed-out pictures caused by room lighting . . . eliminates glare . . . gives you the most *restful* viewing in all television!'

All-New Golden Picture Frame. Enhances the beauty of Admiral's fine cabinet woods . . . makes the picture appear larger, deeper, more *real!* Brings the picture tube forward, for a new glare-free, third-dimensional effect!

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ONE DIAL UHF-VHF TUNING

Tune *any* channel, UHF or VHF, with a single dial! No fumbling with old-fashioned radio-type controls . . . and you have the choice of two UHF-VHF tuners—the famous 12-Channel Turret Tuner, or Admiral's all-new gear-driven 82-Channel Deluxe Tuner!

Model F2817—27″ blonde oak console
also in half-door mahogany at . . **$675.00***

Model L2216—21″ TV-Radio-Phonograph
21″ combinations start at . . **$399.95**

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TABLE TALK. Striking Velon tablecloth wipes clean with a damp cloth – like a charm! It's acid-proof, crack-proof. "Manhattan" comes in 5 color schemes. By Violet Mills, about $1.79.



BABY DARLINGS. Cuddly, sturdy snap-on Velon panties. Wonderfully cool, washable, odorless; wonderfully practical. In 4 full-cut sizes. By Valex, about 60¢. Pull-on style, about 50¢.



"RAINING" FAVORITES. Rich-looking Velon raincoats . . . taffeta-textured, completely waterproof. 3 smart colors for the ladies, 2 for their men. By Queen Mode, about $3.00 each.

So new! So exciting! Because...

Firestone Velon®

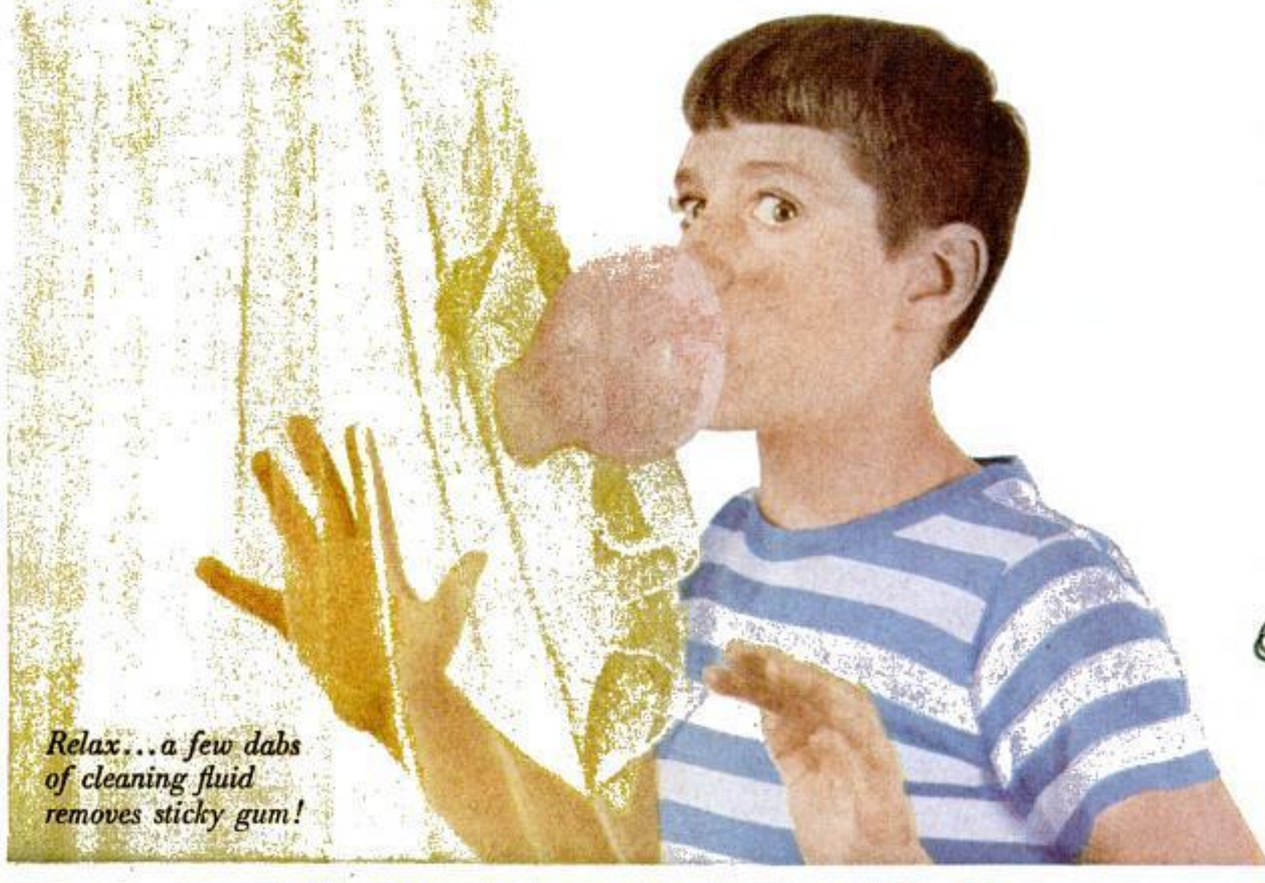
makes them more practical

than you ever dreamed lovely fabrics could be!

Here's the sheer curtain fabric that can keep its beauty without tearing or staining — after tangling with a sticky substance like bubble gum. Amazing new marquisettes, woven of *Velon* yarn!

Even stains—death to customary fabrics—can't be soaked up by *Velon* Marquisettes. These frothy sweeps of elegance stay fresh and crisp for life. Just swish through suds or washing machine. No bluing, bleaching, starching, curtain stretching, ironing, ever! *Velon* dries fast — without wrinkling or wilting!

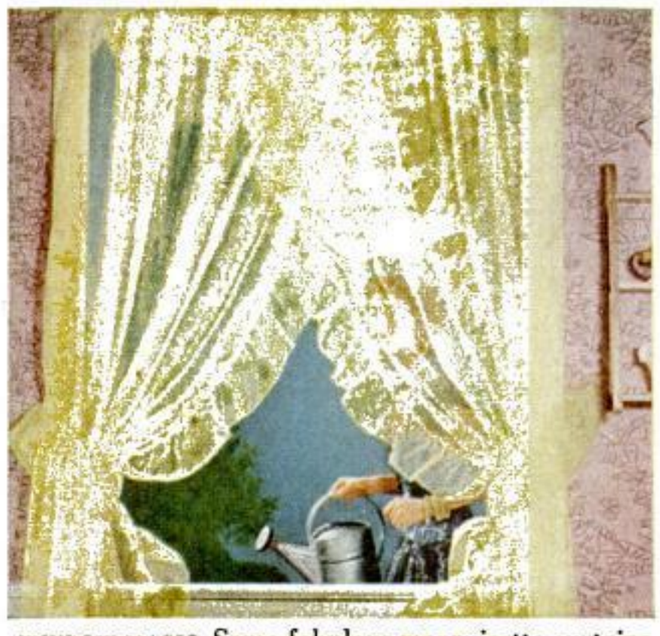
In hundreds of ways *Velon* behaves like an angel to enrich and beautify your home. Look for the Firestone *Velon* label . . . your guarantee of glamour with "wear" built-in!







SET FOR GRACIOUS LIVING. Exquisite "Falling Leaves" Velon upholstery blends with wrought iron to make dining a delight. Completely carefree. A soapy-cloth wiping keeps it clean as new. 5-piece Lanai set by F. S. Harmon, about $129.



WINDOW MAGIC. Same fabulous marquisette curtains shown above. Tailored, tier or ruffled; all popular sizes; white and colors. By International Flouncing. 49″ x 90″ size shown, about $12.



LAZY LUXURY. Oh, so comfortable platform rocker and matching ottoman. Mahogany-finished oak frame, upholstered in sturdy, Normandy pattern Velon. In stunning decorator colors. Velon keeps its original beauty in spite of constant "sitting." By Carver, about $50

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Vol. 35, No. 12

LIFE

REG. U.S. PAT. OFF.

September 21, 1953

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ADVENTURE IN TURBULENT AND QUIET PLACES

No matter how sedentary, the readers of LIFE get to participate vicariously in a lot of adventures. This will be true as long as we have photographers like George Silk and editors who refuse to be intimidated by the dangers someone else experiences. Silk, a native of New Zealand, photographed several bloody campaigns in World War II, crashlanded after a storm to reach a snowbound town in California (LIFE, Jan. 28, 1952) and made ski-plane landings at T-3 near the North Pole to cover the Air Forces' polar station (LIFE, March 31, 1952 and May 5, 1952). Now he is back from the Canadian Rockies with membership in the "Bird Club," a society of rugged men who didn't quite get killed (we never heard of it before either).



GEORGE SILK ON POLAR TRIP

Silk and Reporter Frank Pierson found hardy men and big machines building a pipeline (*pp. 39–43*) in precipitous situations Alexander Botts never dreams of in his career with Earthworm tractors. When a crane or bulldozer disappears over a cliff or bogs in the swamp, a man who successfully bails out and saves his neck becomes a member of the Bird Club. Silk and Pierson qualified when a railway handcar they were in speeded toward a 200-foot trestle, only to meet another oncoming handcar. They jumped at the edge of the chasm, were thereupon handclasped into the club by veteran members who jumped with them.

Down in safe and sane Toledo, Ohio, Photographer John Zimmerman got a bullet in his camera while operating near a moving target used to train the fast-shooting Toledo policemen (*pp. 67, 68*). Like the Bird Club neophytes, Zimmerman, who had set up the camera on a tripod, escaped injury.

There are some other adventures—the movie of *The Cruel Sea* (*pp. 73, 74*) and the first day of school (*pp. 179–182*). But altogether the most thrilling and heart-warming adventure imaginable is on pages 147 through 150. It ends with a mother and father, both crippled by polio, seeing their baby walk for the first time. We can't resist stories like this one and we hope we never will.

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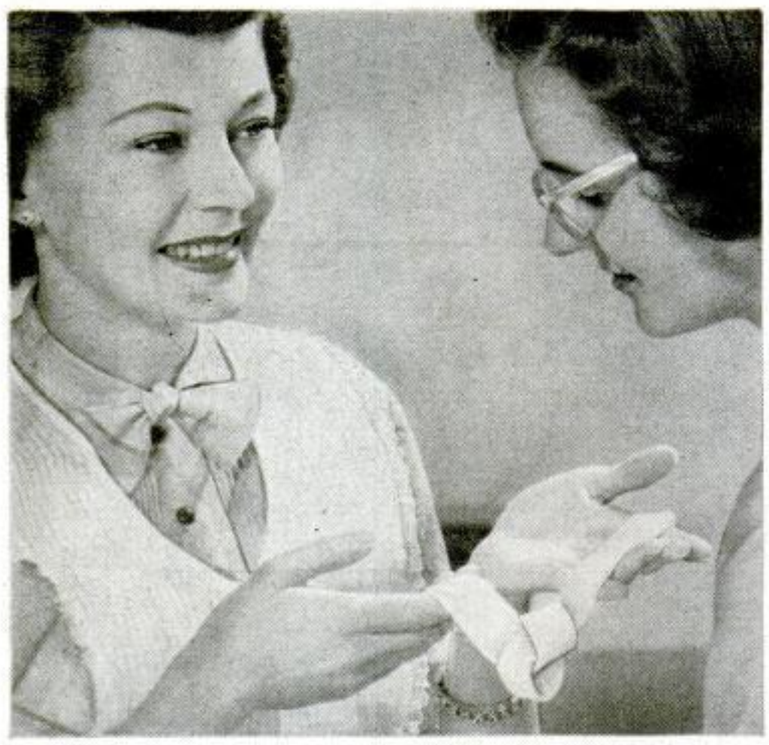
"When I make a pie, I like applause!"

HARRIET NELSON

"And I'll bet I get applause for this one! Such nice dough to work with. It should make a beautiful crust."

Harriet Hilliard Nelson (world's best cook, Ozzie says) was delighted with Betty Crocker Pie Crust Mix. "The dough *behaves*," she told Marylee Duehring, Betty Crocker staff member. Finished pie was pretty, crust tender and flaky. "Ozzie's going to want two pieces!" Harriet said. (Ozzie did.)

Harriet Hilliard Nelson stars in "The Adventures of Ozzie and Harriet" every week on ABC Radio and TV.



BAKES UP TENDER, even with handling! This dough can take it! Reroll it, handle it, tie it in a bow-knot, it still comes out tender. Here Mrs. Ozzie Nelson is tying bow-knot to demonstrate. Baked, it came out tender. Ozzie ate it, approved.



PLIABLE PIE DOUGH! 2-action shortening, plus flour milled specially for pie crust, make dough nice to handle. Easy way to put top crust on: fold circle in half, lay it on top of pie, then un-fold. Harriet used pinch flute for edge.



EASY TO WORK WITH! Extra-pliable, doug seals easily. Here Harriet turns top edge unde the lower edge for a perfect seal. She cut appl and leaf design in top crust. Special flour, 2 action shortening, help make dough so pliable

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Feel how tender!
See how flaky!



Tender to your fingertips, and flaky to your fork! Always, with Betty Crocker Pie Crust Mix. Because Betty Crocker had the shortening *custom made* for tenderness and flakiness. Its 2 actions do the trick. Fast melting action for tenderness . . . slow melting action for delicate flakes.



Betty Crocker Pie Crust Mix

with

2-Action Shortening

1 for Tender, 1 for Flaky

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UP TO 15 MINUTES OF FUN ON EACH RECORD

NEW RCA VICTOR KIDDY ALBUMS

ON "45 EXTENDED PLAY"— ONLY $1.19 EACH

Down goes the price on children's entertainment! Now, for the first time, your children's favorite artists and selections are available on RCA Victor "45 Extended Play."

It's the same "45 EP" record which RCA Victor introduced last year—a record which won overwhelming public acceptance because it meant "more music for less money."

Dollar for dollar, the new Kiddy "45 EP" provides more fun, more music. There's as much as four times the playing time on each side—up to 15 minutes of the finest children's entertainment in each album—all for only $1.19.

And in addition you get famous artists and favorite children's selections on a non-breakable record that meets the high standards of RCA Victor quality.

The perfect instrument to play them on is the "Victrola" 45 Phonograph. It handles up to 14 "45 EP's" at one time *automatically*.











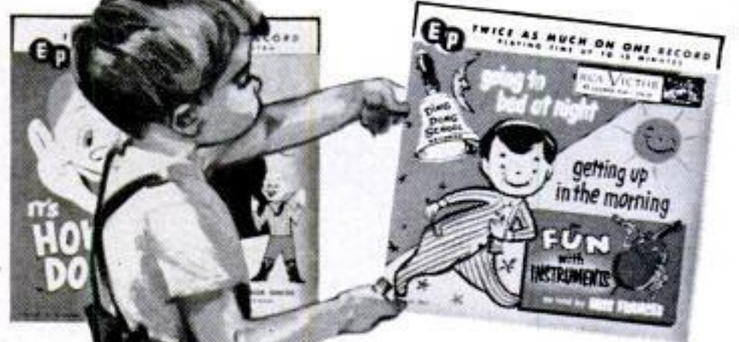














RCA Victor "45 EP" records are made for the "Victrola" 45 Phonograph. This simple-to-operate, compact, attractive machine comes with maroon plastic cabinet, golden motorboard. **$34.95**

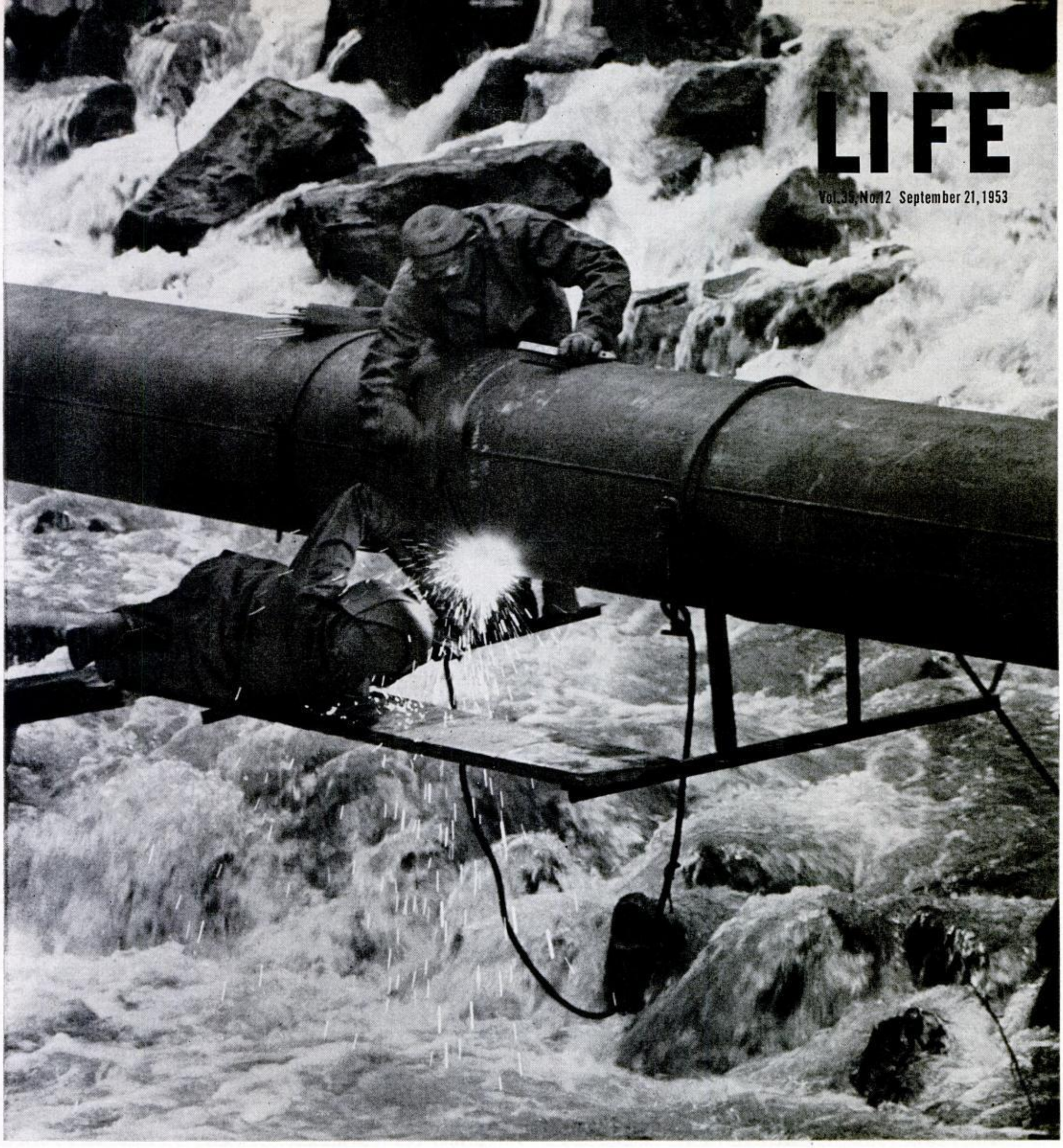
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FIRST IN RECORDED MUSIC

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LIFE
Vol. 35, No. 12 September 21, 1953



PERCHED ON A SHAKY PLATFORM OVER A PRECIPITOUS AND ROCK-STREWN MOUNTAIN TORRENT, A PAIR OF WELDERS JOIN SECTIONS OF THE 24-INCH PIPE

THE TRIUMPH OF BIG INCH-BY-INCH

PHOTOGRAPHED FOR LIFE BY GEORGE SILK

For 11 backbreaking months a team of the world's most experienced pipelayers worked through the Canadian Rockies. Last week they just about finished the roughest pipeline job on the globe. The 711-mile Trans Mountain Oil Pipeline, known to its builders as "Big Inch-by-Inch," snakes through mountain wildernesses to carry oil from the rich Alberta fields to Vancouver. It was built by half a dozen U.S. and Canadian oil companies to reach the oil-thirsty markets of the West Coast. But when the line was projected, the hazards of the almost inaccessible terrain seemed insurmountable to contractors who came up, gave one look and abandoned all ideas of bidding.

Comstock-Midwestern Ltd., which took the colossal gamble on building the line, found that it cost as much as $1,000 a foot to build the worst section, in a cliff-sided valley, contrasted with a cost of about $10 a foot in average bad country. Valuable equipment got out of control, rolled down the cliffs, fell into rock-strewn rivers or was buried in landslides. But the line cost much more than money. Six men lost their lives. Operators of bulldozers, working at crazy angles on nearly vertical slopes, had to be held in their seats by safety belts.

Since the line has to climb to 4,000 feet, a series of high-powered pumping stations had to be built to get the petroleum over. The oil has already started to flow and in a few weeks will be moving at the rate of 145,000 barrels a day. The trip to Vancouver from the Alberta fields, the biggest North American oil area to come in since the legendary East Texas pool, normally will take 13 days. Impressed by the builders' feat at Big Inch-by-Inch, a once skeptical railroad man remarked last week, "They are damn fools but I guess they've built it."

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SNAKING PIPE twists and bends its way to conform to the tortuous contours of the Rockies. Men

SUSPENDED TRACTOR hangs by cable to clear trench after blast. It will be cleared 300 feet down.

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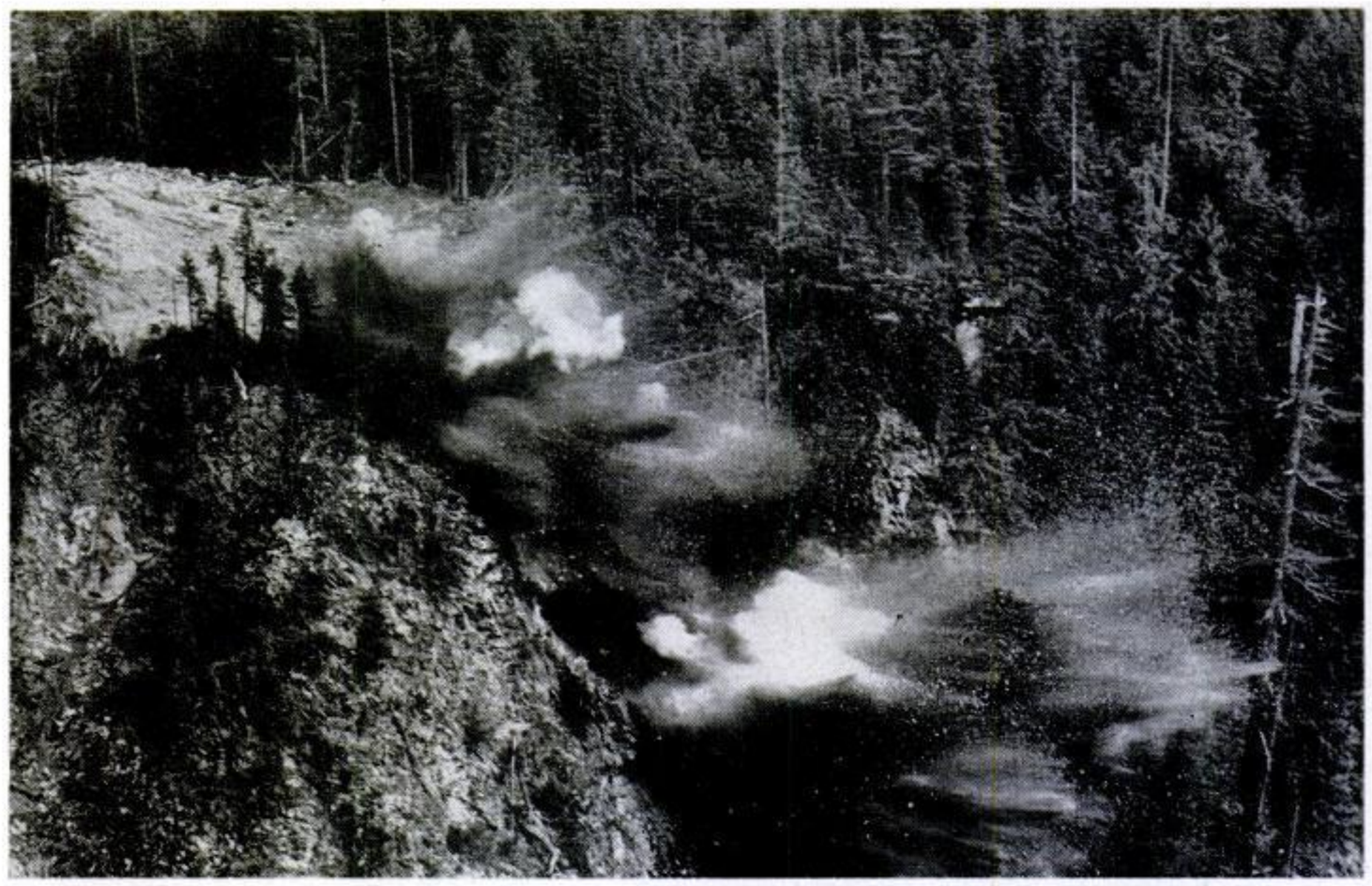


at pipe end are adjusting "spider" which exerts outward pressure at seams to assure tight welding.

SUSPENDED DRILLERS (*right*) are secured by stout ropes as they prepare for next dynamiting.



LINE'S ROUTE is shown in twisting line. To lay the 711 miles of pipe cost a total of $94 million.



BLASTED CLIFF sends debris scattering down to the river below. The pipe had to be laid down this almost vertical hillside and then across the river, one of 100 river crossings on the way west.

TEAM OF TOUGH MEN LEAD PERILOUS LIFE

Although Canadian tenderfeet did the unskilled work, Big Inch-by-Inch was really built by a corps of veteran U.S. pipelayers. Their occupational diseases run to mangled arms, broken bones and tropical ailments picked up while pipelaying in the swamps of South America or the Near East. On the Trans Mountain job many of the veterans early qualified for membership in the "Bird Club," which means they successfully bailed out of a machine out of control and about to dive to destruction.

Although some of them have been bruising themselves at this occupation for as long as half a century, they all say that this year is going to be their last. They are always talking about such nice things as retirement plans and shorter hours, but each year finds them back on the pipeline, about as far from retirement benefits and a 40-hour week as a man can get. There is little job security in their work. Men get fired at the snap of a finger. One foreman on Trans Mountain had the problem of removing the rock face of a 200-foot cliff at the bottom of which was a railroad track, which had to be kept open. He decided to blow the rock with such power that it would go over the track into the canyon 600 feet below. "He was going to be a hero or a bum," his boss said. The foreman shot his charges. The cliff dissolved in smoke and tons of rock thundered over the tracks—except for one boulder the size of a three-room house which buried itself in the railroad right-of-way. "He was a bum," his boss said, and fired him on the spot.

The veterans earn $1,000 a month after taxes. When working in the north, they are laid off during the heavy winter snows. Then their favorite haunt is the warm Southwest. "I got no money in the bank," explains one pipeliner, "but I make enough to keep the kids fed and keep my tail out of the winter cold."



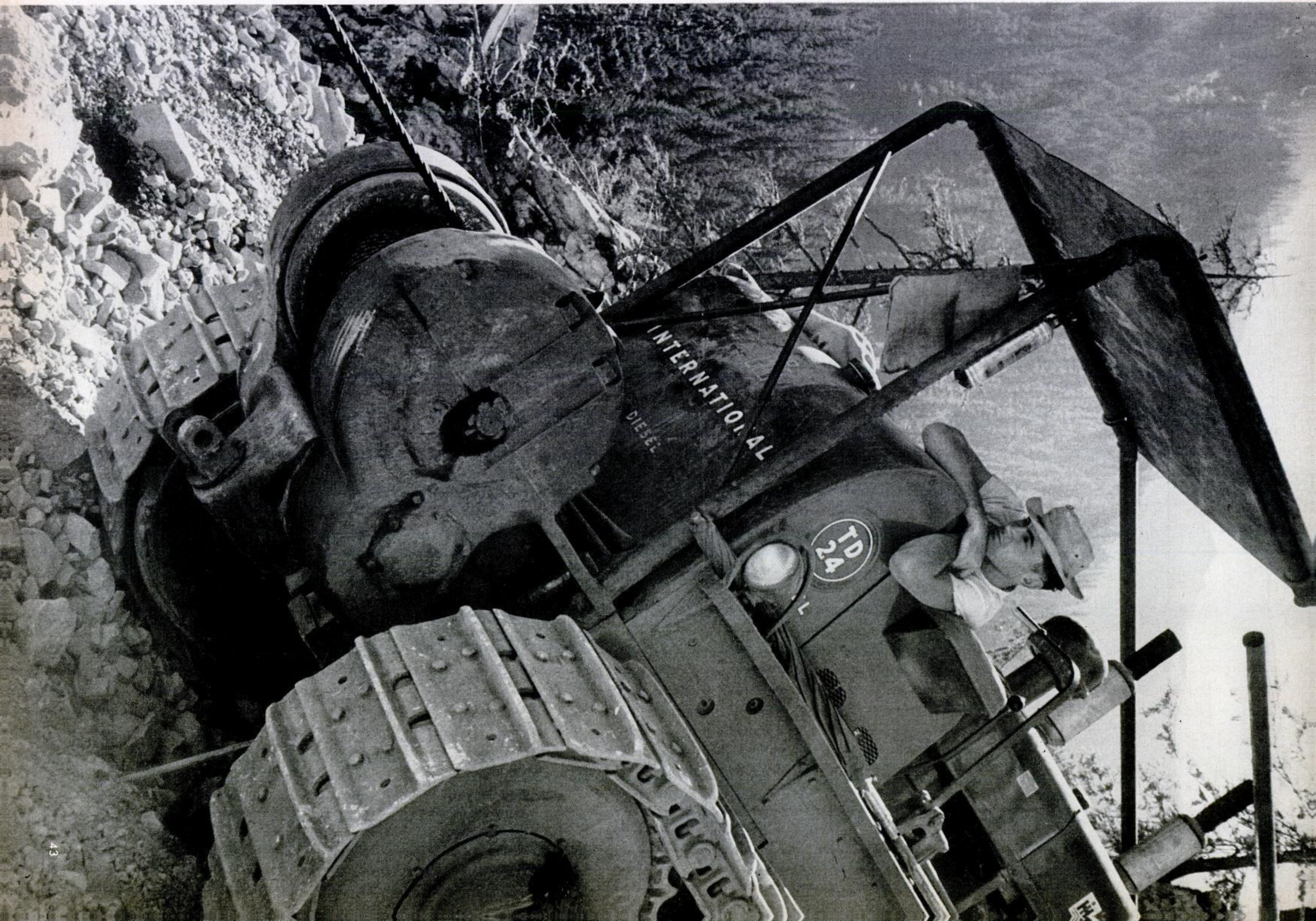
BROKEN TRACTOR was a victim of a bouncing fall into a ravine when cable broke. The machine was damaged beyond repair but its operator qualified for the "Bird Club" by bailing out in time.



DYNAMITERS are held on cliffside by ropes as they drill the holes for planting explosives. This is the terrain in the roughest part of Coquihalla Valley, where pipelaying costs ran up to $1,000 a foot.

OPERATOR SITS CALMLY AS CRAZILY TILTED TRACTOR ANCHORS ANOTHER DOWN THE SLOPE→

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INTERNATIONAL
DIESEL
TD 24

OPERATION SNOOP

It is part of U.S. mythology that Europeans evade paying their taxes, and plenty do. In the current drive by the French Ministry of Finance to prosecute tax evaders, the owner of a small cabaret in the Parisian suburbs got bitten for $78,000, a wholesale liquor dealer almost $200,000. "It's about time," thought many a U.S. taxpayer when he read the news.

However, taxpayers in six New England states, Missouri, San Francisco, Los Angeles, Nebraska and parts of Texas and Ohio weren't feeling so smug. During the summer Internal Revenue Service agents traveled from door to door and from office to office in those areas, checking up on tax returns. "This is the sort of thing that the Communist government does in Russia," cried Congresswoman Edith Nourse Rogers, of Massachusetts; "a strange, dangerous, intolerable thing," mumbled the Boston *Record*. But the taxpayers themselves didn't seem to mind "Operation Snoop," as the press dubbed it. Boston news photographers trailed agents all one day, hoping to get a picture of an irate housewife bawling an agent out, but there was not a single slammed door, and not one sicced dog. Furthermore, it paid off: a two-day canvass in New England netted $242,000 worth of delinquencies. The New England canvass, based on individuals, showed that 13% of those canvassed had neglected to send Uncle Sam his sugar; in Missouri, where the canvass was devoted to small businesses, it had somehow slipped the mind of 14%. T. Coleman Andrews, the Commissioner of Internal Revenue, pointed out that he was realizing $24 for every $1 spent in collection and announced last week that the canvassing would be "stepped up and intensified."

We salute Commissioner Andrews, who is doing a herculean job in the Augean tax stables left by the Truman administration. We ourselves always pay our taxes in full and on the nail, but for some time now we've been pretty suspicious of that bald, elderly playboy with the waxed mustache who lives across the street.

NEW LEADERSHIP IN EUROPE

West Germany's landslide vote for Adenauer is the best news for the U.S. since East Germany's uprising of June 17. All our good news lately seems to be made in Germany—a fact that beclouds its reception among those of us who can't forget Hitler. Are we to consider Germany—so soon—the hope of the West and freedom's best friend? Certainly we should know with some precision what we are cheering about.

In Adenauer's victory, the first cheer is for what we escaped. Secretary Dulles was tactless but accurate in saying that an Adenauer defeat would have been "disastrous" for U.S. policy in Europe. That policy is to rearm and unite the Continent, so that it can hold up its head against the Russian threat and ultimately win back its lost Eastern members. The Germans, understandably, are more immediately concerned with their own reunification, which involves Russian withdrawal from East Germany. Adenauer knows the Russians respect only strength. But his opponents, the Social Democrats, argue that a Russian withdrawal might be "purchased" by a German promise of demilitarized neutrality. Had they won, Europe would have remained half-armed and united only by the tired mood of "realism" (*i.e.* appeasement) that has already incapacitated France and infected Britain. U.S. goals wouldn't have been worth a plugged nickel. Fortunately, the German voter revalidated them.

But there are more positive reasons to cheer: Adenauer himself and the state of his nation. He has been chancellor for four years. During this time Germany has emerged from ostracism to international respect and from the debris of defeat to the most dynamic prosperity of any European country. Now Adenauer will be chancellor for another four years, with comparable gains in prospect. The election eliminated both the Communists and the neo-Nazis from the German parliament, and Germany, as a French paper confesses, must now be called "the most stable country in Europe."

•

Besides political coherence, Adenauer's Germany has coherent policies. In domestic affairs, his government stands for free enterprise and what it says in the economic textbooks and, as always when the classical remedies are conscientiously applied, they gave pain but they worked. The inflation was stopped, the businessman was decontrolled, the investor was encouraged by the tax policy. Result: a vigorous expansion of industry that has all but wiped out unemployment (except in beleaguered Berlin), despite 10 million refugees. The socialist indictment was that this policy had "made 200 millionaires." But it made a lot more than 200 votes.

Adenauer's foreign policy is forthrightly European. The more France and Italy waver in the cause of European unity, and the more aloof stands Britain, the firmer grows Adenauer. "Think about Europe," read the banner under which he made his campaign speeches. He tells his people that "Germany is a world power no longer. We can find security only in firm community with other nations." Nor is he ambiguous about which nations. "Long ago I made a great decision: we belong to the West, and not to the East." This has kept him contemptuous of Russia's clumsy wooing, patient with France and a friend to the U.S. He even tells Europe that it has "an entirely wrong conception of the American people," that we are a people of "spiritual capacity and concern for human freedom." This is, to say the least, a spectacularly unfashionable way for a European politician to talk.

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Adenauer's claim on our support is twofold. First, by revalidating our European goals and giving them a European headquarters, he invites us to push them with more vigor from this end. He believes that the European Defense Community, which looked dead a month ago, can be a reality within months. Overnight it has become a live issue again in its country of origin, France. The French, who heard the news from Germany with mixed shame and envy, may well be stimulated to regain a little pride. Their counterpart to Adenauer, Robert Schuman, who was dropped months back as a Utopian fuddy-duddy, is respectfully quoted in the French press once more.

The Adenauer challenge is aimed not only at the free world's best interests, but at its better nature. That is his second claim to U.S. support. Success for Germany is not the sole criterion of his policy. "One must do everything in one's power for an ideal that one believes in. In my case, it is the ideal of saving Christian civilization." He is of course a devout Christian, a Roman Catholic, whose politics have attracted much Protestant support. He has won Germany by being firm in positions that he believes right, whether popular or not. The coherence of his policies is therefore basically a moral coherence—something for which European politics thirst.

Experience teaches the West to be wary of German well-doing. Germany's characteristic vices are really "virtues gone mad," such as false humility and national Messianism. But how does one remedy unwelcome characteristics in 49 million people? All one can hope to do is to change their environment. That is one of the best reasons for European unity: it would change Germany's environment by absorbing a troublesome nation into a community that outnumbers it. The good Germans have won a great victory in Germany and one of them is the undisputed leader of the European unity movement. What an opportunity for progress!

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PICTURE
OF THE WEEK



HARD AGROUND AND FOGBOUND

Since she was built in 1928, the big French liner *Liberté* had come to grief four times: twice she was sunk and twice she ran aground. Last week, setting out for Southampton and New York with 1,075 passengers, the 51,840-ton ship poked her way through fog a few hundred yards out of Le Havre (*in background*) and stuck fast on a sandbar. After six hours, while a fleet of tugs pulled and hauled (one is visible in the foreground), she floated free and sailed away, confirmed once more in an embarrassing reputation as a hard luck ship.

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ACKNOWLEDGING CHEERS, the chancellor chats with village neighbors in Röhndorf. Earlier, at Bonn, he hailed results as a "happy decision" that would lead to reunification of the country.

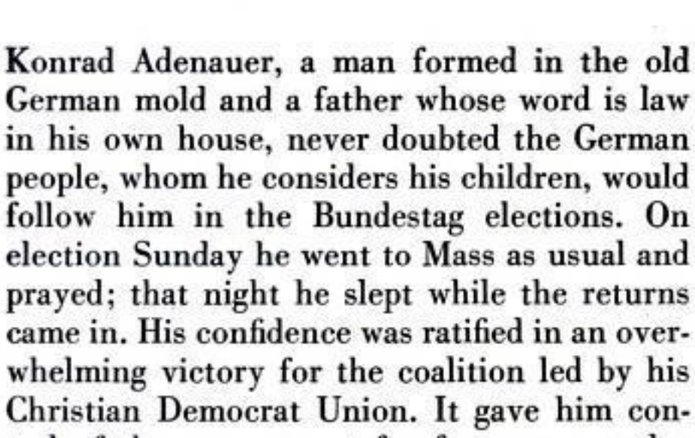


WOMEN AND CHILDREN, not waiting for his words, cheered at the mere appearance of Adenauer.

A PRAYER ...A MANDATE

Adenauer and Germany both win

Konrad Adenauer, a man formed in the old German mold and a father whose word is law in his own house, never doubted the German people, whom he considers his children, would follow him in the Bundestag elections. On election Sunday he went to Mass as usual and prayed; that night he slept while the returns came in. His confidence was ratified in an overwhelming victory for the coalition led by his Christian Democrat Union. It gave him control of the government for four years and a mandate to work for an anti-Communist, free-economy Germany in a united Europe. In the aftermath of victory, the 77-year-old chancellor acknowledged the nation's cheers not only for himself but for the place Germany was winning in the free world's councils (see editorial).



SLUMPED LOSER, Socialist Leader Erich Ollenhauer listens to returns coming over the radio.

←**PRAYERFUL VICTOR,** Adenauer kneels in parish church before Germans vote on election day.

BOY TORCHBEARER IN BONN IS SOLEMN AS HE LISTENS TO THE CHANCELLOR'S VICTORY SPEECH



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FROM A SAFE CORNER, PROPRIETOR OF A LUDINGTON, MICH. SODA SHOP WATCHES HIS CUSTOMERS LAUNCH THEIR STRAW-WRAPPER MISSILES AT CEILING



YOUNG BLOWERS, Budde Reed, 6, and brother Todd, 4, practice under weary eye of their mother.

NEW USE FOR STRAWS

Messed-up soda shop is evidence of Michigan young fry's new fad

In Ludington, Mich. the Park Dairy Bar took on a new look. There young Ludingtonites added a new gimmick to the old trick of using straws as blowguns. They discovered that when the casings in which straws come wrapped are dipped in malted milks and then blown upward, they stick to the ceiling in a juicy stain. At first Owner Robert Neal tried knocking the straws off, but next day there always would be more suspended above him. Now he is resigned to having his place look like a subterranean grotto hung with stalactites because, though the malted-bearing missiles make an awful mess, his youthful patrons have taken to ordering several malteds at a time to insure a plentiful supply of ammunition.

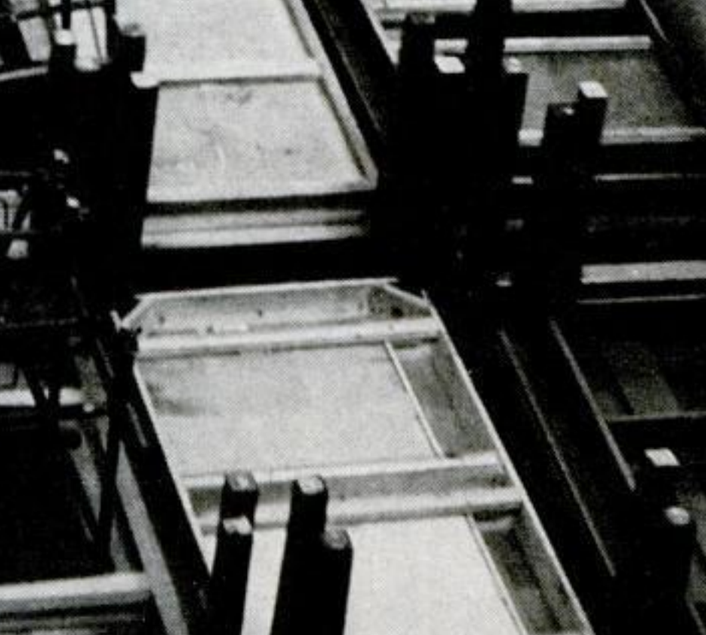
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CHAIRS, DESKS AND TABLES OF DEPARTED FEDERAL EMPLOYES MAKE A WAREHOUSE OF THE GREAT COURT OF WASHINGTON'S HISTORIC PENSION BUILDING

NO USE FOR FURNITURE

Untenanted offices are result of 90,000 separations in government

In Washington the government's drive to trim the federal payroll took a new and visible shape. Some 90,000 government employes had been separated from the payroll since January, and half a dozen agencies, including such hardy hangers-on as the RFC, had been killed off or ordered liquidated. But of all the evidence of the first major turnback in federal employment since World War II, the most impressive was the new use to which the Pension Building was being temporarily put. As the liquidating National Production Authority moved out, it left behind, in offices built as a Civil War memorial and in pillared halls which once housed inauguration balls, the stacked-up furniture of displaced bureaucrats.



OLD DRAWERS are among the nonofficial debris left behind by staff of liquidating federal agency.

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FACING ALPS ON ITALIAN BORDER, TITO ADDRESSES THRONG WHICH GATHERED DAY BEFORE, SPENT NIGHT AFIELD. BANNERS BELONG TO PARTISAN BRIGADES

TITO GIVES ITALY AN EARFUL ABOUT TRIESTE

His border speech is heard by 200,000 Slovenes

A seven-year-old war of words over Trieste grew still more raucous last week when Yugoslavia's Marshal Tito fired a verbal barrage almost within earshot of the Italian border. Tito appeared at Okragljica, a natural amphitheater only four miles from the Italian town of Gorizia and almost as near to Trieste, ostensibly to commemorate the 10th anniversary of the area's liberation by Yugoslav partisans. There a vast throng of 200,000 Slovenes heard him revise Yugoslavia's claims upward. He demanded that Trieste city and harbor (a part of Zone A under U.S. and British rule) be converted into a free port and that everything else, the whole 280-square-mile Trieste hinterland, be ceded outright to Yugoslavia. Waving off Italian accusations he was preparing to annex Zone B, which Yugoslavia administers, he said annexation was unnecessary since "we are there already."

Tito alarmed Italians because Secretary of State Dulles had hinted that the U.S. has an open mind about revising a 1948 declaration that Italy should have the territory. The situation became notably calmer when Dulles assured Italians that our policies had not changed, and last weekend the Yugoslav radio suddenly quit mentioning Trieste.



CURIOUS BUT CALM, border Italians gaze at trainload of Tito hearers.



IN PICNIC SPIRIT, back row Slovenes take it easy during Tito's talk.

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WELLESLEY FUDGE CAKE

4 squares Baker's Unsweetened Chocolate
½ cup hot water
½ cup sugar
2 cups sifted Swans Down Cake Flour
1 teaspoon soda
1 teaspoon salt
½ cup shortening
1¼ cups sugar
3 eggs, unbeaten
1 teaspoon vanilla
Milk (see below for amount)

With butter, margarine, or lard, use ¾ cup milk. With vegetable or any other shortening, use ¾ cup milk.

Place chocolate and water in top of double boiler. Cook and stir over hot water until chocolate is melted and mixture thickens. Add ½ cup sugar and cook and stir 2 minutes longer. Cool to lukewarm.

Sift flour once, measure, add soda and salt, and sift together three times. Cream shortening, add 1¼ cups sugar gradually, and cream together until light and fluffy. Add eggs, one at a time, beating thoroughly after each. Add vanilla and blend. Then add flour alternately with milk, beating after each addition until smooth. Add chocolate mixture and blend.

Pour batter into two 9x9x2-inch square pans, or two round 9-inch layer pans 1½ inches deep, lined on bottoms with paper. Bake in moderate oven (350°F.) 25 to 30 minutes for square cakes, or 30 minutes for round layers. Cool, then frost with Fudge Frosting.

FUDGE FROSTING

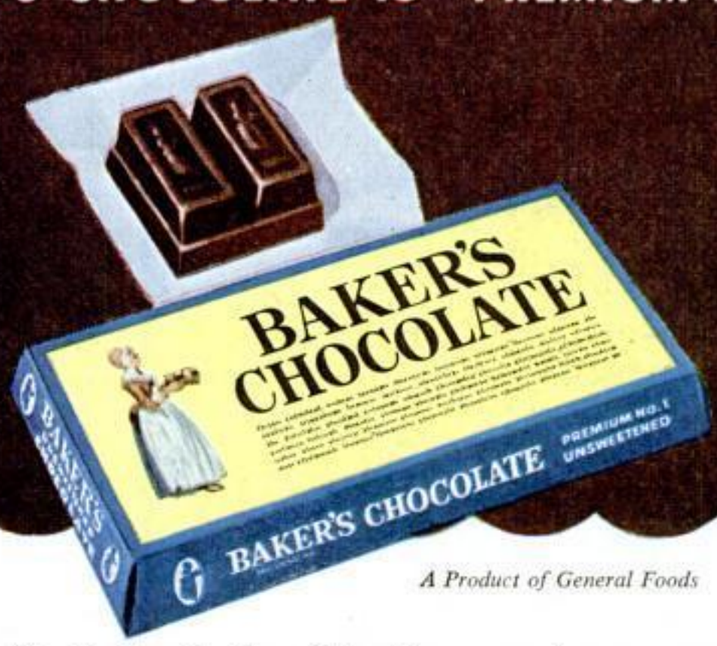
4 squares Baker's Unsweetened Chocolate
1½ cups milk
4 cups sugar
Dash of salt
4 teaspoons corn syrup
4 tablespoons butter
2 teaspoons vanilla

Add chocolate to milk and place over low heat. Cook until mixture is smooth and blended, stirring constantly. Add sugar, salt, and corn syrup; stir until sugar is dissolved and mixture boils. Continue boiling, stirring occasionally, until a small amount of mixture forms a soft ball in cold water (or to a temperature of 234°F.). Remove from heat and add butter and vanilla. Cool to lukewarm (110°F.). Beat until of right consistency to spread. (If necessary, add a little hot water to keep frosting soft.)

... if it's chocolate Baker's makes it best!

FOR ONLY

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A Product of General Foods

Baker's Wellesley Fudge Cake is as popular as a prom-queen! That's because Baker's gives you that richer, world-famous chocolate flavor no *other* chocolate can equal. Made from a secret blend of costly, specially picked flavor beans, it's the only "Premium No. 1" chocolate you can buy. Remember, if it's chocolate—Baker's makes it best!

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cosmic eye television

ROAR with the crowd! Sway to the band! And watch from the edge of your chair! There's magic in Sparton TV!

Magic? Yes, but it was work, you know, that made it possible. It was hard work, and skill and determination. It was taking *extra* steps. Like this: *to bring TV to its height, Sparton developed its own, famed Cosmic Eye Chassis.* Like this: *to guarantee dependability, Sparton made over 70% of its own vital parts.* Like this: *to assure lasting beauty, Sparton chose to make its own, fine cabinets.*

Hard work, but the result is TV so fine that America's greatest stores feature it *proudly* . . . performance so real that *it takes you right there!* Your Sparton dealer is listed in the Yellow Pages.

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The Higbee Company.....Cleveland, Ohio
Joslin's.....Denver, Colorado
Kaufmann's.....Pittsburgh, Pennsylvania
Meier & Frank Company.....Portland, Oregon
John Wanamaker.....New York, New York
And other quality stores across the nation

Ask to see the new Sparton Sky Beam Radios, too



THE EASY-GOER
Budget priced



THE TAG-ALONG
3-way portable



THE MORNING STAR
Clock-radio,
Appliance outlet



THE DUETTE
8-tube AM-FM,
Mahogany or Golden Wheat

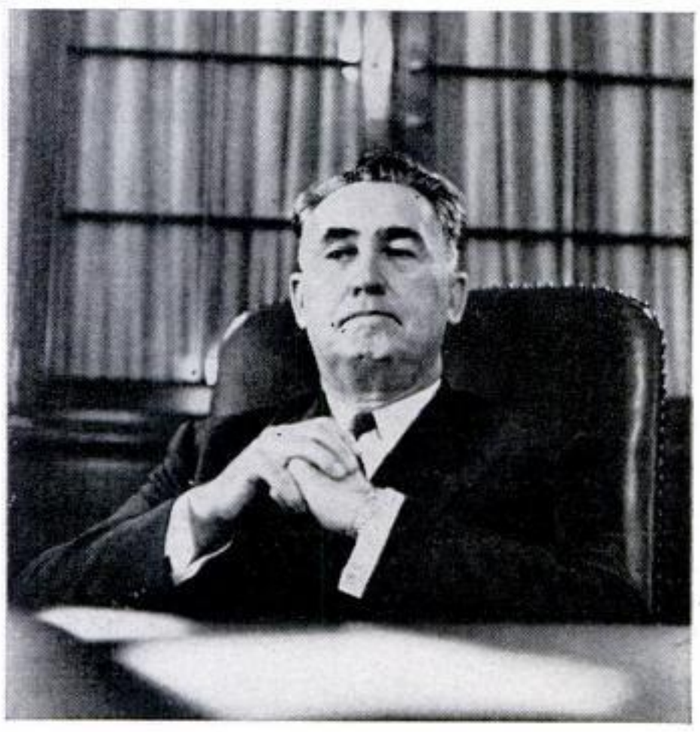
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LIFE ON THE NEWSFRONTS OF THE WORLD

Ike's Secretary of Labor quits, Van Fleet's son may be a PW, Morocco sultan's guards foil an assassin

When President Eisenhower appointed a Democrat, Plumbers' Union Chief Martin P. Durkin, to his "businessmen's Cabinet" as Secretary of Labor, many Republicans were both shocked and surprised. They pointed out that Durkin, who wanted the Taft-Hartley law changed to labor's advantage, would be neither happy nor effective in formulating G.O.P. labor policies. Last week there was much less surprise when Durkin quit. The Administration, he said, had backed out of an agreement he thought had been made which would call for modifying the Taft-Hartley law along lines he had proposed. But whether or not a "promise" had been made, it was obvious that G.O.P. leaders could not change the labor law enough to satisfy Durkin and the other union leaders.



EX-SECRETARY MARTIN P. DURKIN

Senator McCarthy violated the anti-espionage law by publicly releasing 70 pages of a classified military document, the U.S. Army charged. The document, designed to brief military intelligence officers, outlined the psychological and cultural traits of Siberian Russians. When it fell into the hands of the senator he decided that it was "95% Communist propaganda," then released it even though he admitted at the time that he did not know whether it had been declassified.

News of Van Fleet's son

The Defense Department announced that Captain James A. Van Fleet Jr., 28-year-old son of the general, is one of 944 Americans believed to be still in the hands of the Red Chinese. Captain Van Fleet, a pilot, was reported missing in April 1952, after flying a bombing mission to North Korea.

In Panmunjom a Communist reporter dropped an ominous hint that the probable asking price for returning the 944 men was official U.S. diplomatic recognition of the Peking regime. Some, he indicated, were "shot down over the mainland of Manchuria and therefore not under the armistice agreement. In order to get them back, the U.S. will have to negotiate through diplomatic channels. . . ."

The House Un-American Activities Committee last week revealed the facts lying behind rumors circulated in the TV and movie industries about Lucille Ball. In 1936, Miss Ball testified, she registered as a Communist voter to please her socialist-minded grandfather, but never really voted that way, never joined the party, attended no Red meetings. And she did not give permission to the Reds when they put her name on their State Central Committee. The representatives thanked Miss Ball for her cooperative answers, released supporting testimony to verify her story, said they hoped no damage would befall her since she had done nothing seriously wrong.

Bad luck in the animal world

Animal-lovers faced three tragedies in a single week—two deaths and the rupture of a heavy romance. In Chicago's zoo, 15-year-old Mei-lan (Little Flower), the last "Teddy bear" giant panda in the U.S., succumbed to old age and disease, including heart trouble, nephritis and a tumor. At Iowa's state fair, Oscar, a 5-foot-2 sturgeon, died on the job after having entertained 10 million people at 28 annual fairs. His age: about 53. In the Bronx Zoo, Little Pete, a 380-pound baby male hippopotamus awaiting a young female friend from Europe, had to be disappointed. She turned out to be a fat 700 pounder. Zoo officials sent her back.

Two British vessels in the China Sea were attacked. A Chinese Nationalist ship fired on a destroyer, apparently causing no damage. But a Red Chinese ship hit a 14-man British launch, killing seven sailors and wounding five.

A street blows up

Without warning a Cleveland street exploded when pipes under it gave way, and three fourths of a mile of pavement was chunked through the air. When the dust cleared, the street resembled an earthquake scene (*below*), automobiles had been smashed and overturned, 50 people were injured and one was killed.



CLEVELANDERS CLEAN UP THE WRECKAGE AFTER ONE OF THEIR STREETS EXPLODES



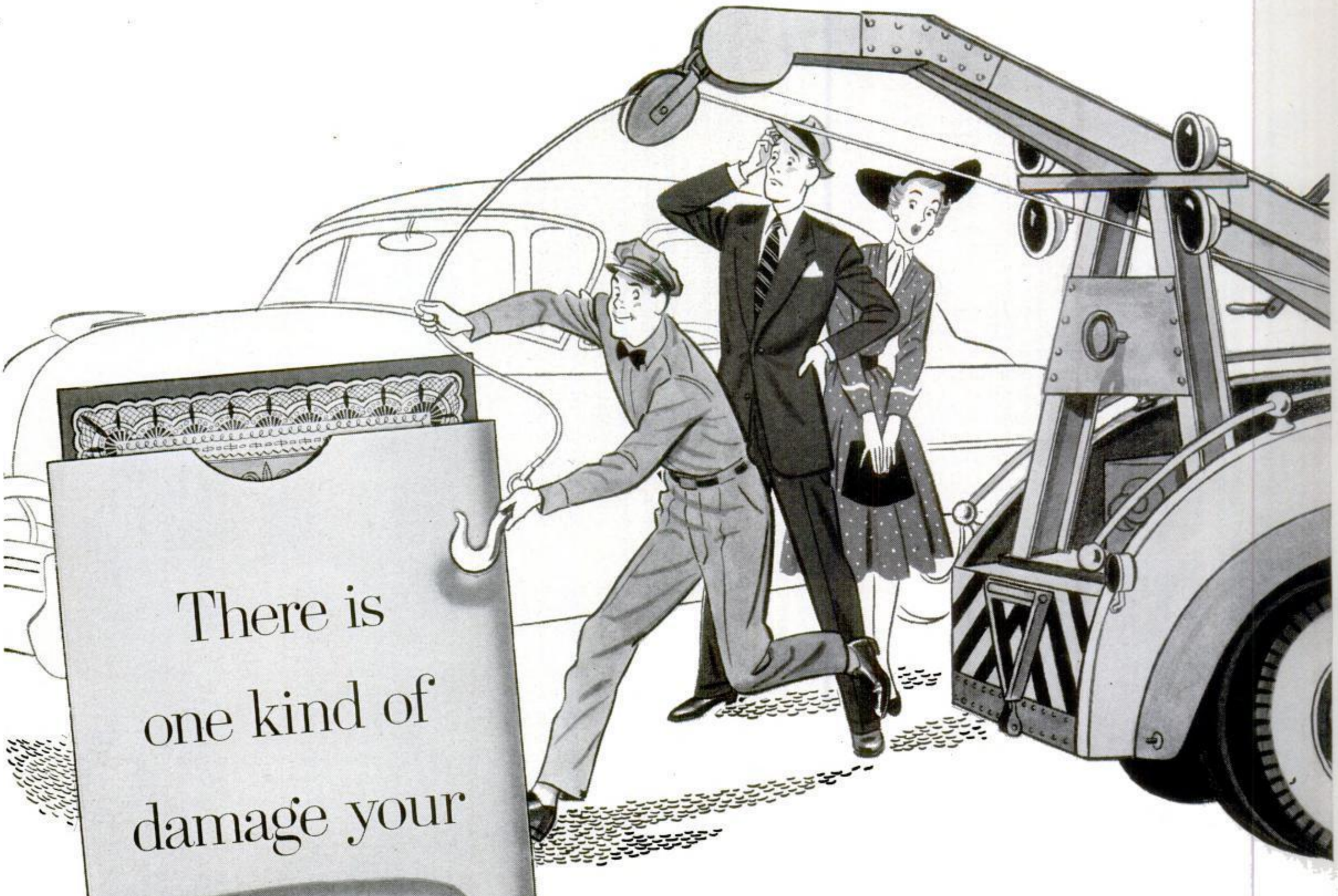
DUKE OF KENT GETS A FITTING

A royal rookie

The 18-year-old Duke of Kent, the queen's first cousin, reported for duty as a volunteer in the British army and went through "kitting out." The quartermaster handed him an old kit bag, helped him to fill it up with army garb, including the regulation beret and a wrinkled, boardlike greatcoat (*above*). Technically, the royal-blooded rookie will be just an ordinary private. His first army assignment: to go to school at the Royal Military Academy at Sandhurst, the British equivalent of West Point.

In Morocco a murder-bent Arab tried to kill the new sultan with a new instrument of assassination. Driving a 1930 Ford roadster, he burst through a police cordon at 40 mph, slammed into the horse the 64-year-old ruler was riding. While the tough old sultan leaped to safety, a French guard jumped into the car, began to choke the assailant. Other guards opened fire, shot the motorized assassin dead.

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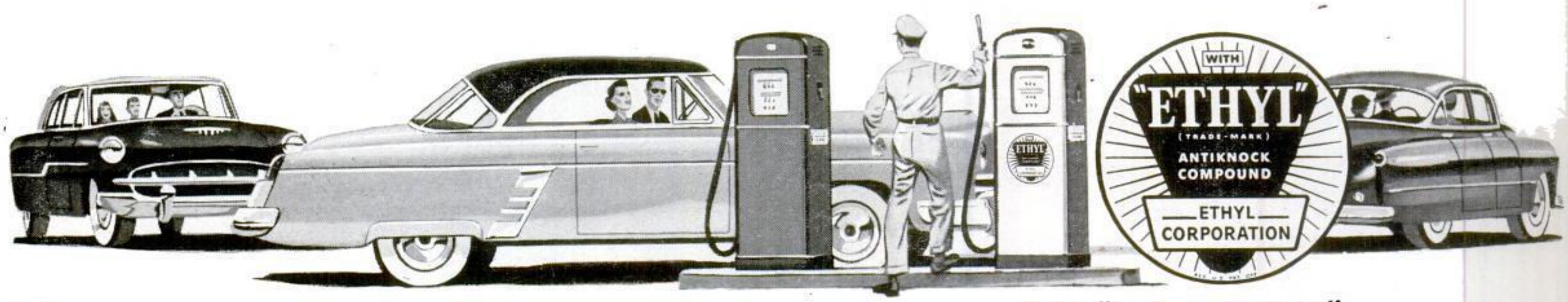


Read the fine print of your comprehensive policy. It will cover fire and storm and theft and loss at sea . . . but nary a word about something else that can really raise hob with your car and your pocketbook.

The danger we're talking about is "knock"—the hammering *inside your engine* that is caused by gasoline that burns unevenly It's tough on pistons, bearings, wrist pins and other vital parts.

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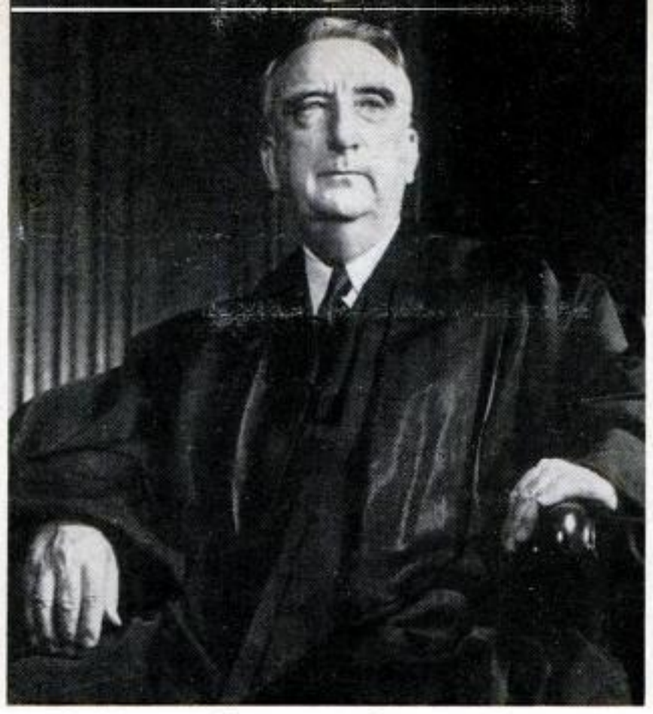
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A KENTUCKY BOY'S CAREER led from college and semi-pro baseball in early 1900s to seat on the Supreme Court where Vinson in 1946 posed for portrait, which last week was draped with black crape.

HOMAGE FROM TWO PRESIDENTS

They lead the mourners as Chief Justice Fred Vinson's long career of public service comes to an end

Fred Vinson was born in 1890 in a Kentucky small-town house whose back rooms served as a jail. He learned baseball in the neighboring fields and picked up the rudiments of law as a small child by climbing up beside the judge on his bench. Law led to politics, and to 12 years in Congress. After four years as circuit judge, he was made Economic Stabilization Director in 1943 to hold the line against higher prices and wages. In 1945 he was named Secretary of the Treasury and in 1946 Chief Justice of the Supreme Court, where his firm but conciliatory influence restored the dignity it was losing through the squabbling of its justices. Vinson's opinions, though they will probably leave no mark on the legal philosophy of the nation, marked him as a conscientious, intelligent, middle-of-the-road judge. His career was stamped with the shrewdness and amiability and integrity that are the best side of small-town life. And it was back to his native Louisa (pop. 2,015) that his body was taken after a solemn service in Washington, where the presence of both Mr. Eisenhower and Mr. Truman symbolized the respect Americans held for Fred Vinson.



LEADING AMERICANS gathered at the service for the Chief Justice which was held at the Protestant Episcopal Cathedral in Washington. After the services President Eisenhower, who interrupted his Colorado vacation to attend, embraced the widow on the steps of the cathedral. On top of the steps is ex-President Truman. In left foreground is Fred Vinson Jr., a young lawyer. At right are Supreme Court Associate Justices Clark, Burton, Douglas and Reed.

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3. It's the only white cooking rice with the natural vitamins sealed in the grain.

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Tune in to Garry Moore on TV for Uncle Ben's Rice every Friday over CBS.

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NEW HOPE FOR INDOCHINA

U. S. aid backs a commander who has regained the offensive spirit

"I can now see the light at the end of the tunnel. If we hold between October and February, we win." In these words Marc Jacquet, French secretary of state for Indochinese affairs, expressed cautious confidence that the costly, frustrating Indochinese war can still be won. Jacquet had some cause to be optimistic. In Washington last week the National Security Council recommended a boost of $385 million in aid to French and Vietnamese forces resisting the Communist Vietminh, virtually doubling the U.S. contribution to the war this year. Moreover, for the first time since the death of Jean de Lattre de Tassigny, France had in Indochina a general, Henri Eugene Navarre, who was eager to take the offensive.

The immediate Communist danger is still enormous, however. When the rains end next month Navarre can expect to be hit by the enemy's Sunday punch before he has time to ready his own. The French have their troubles negotiating the independence of Laos, Cambodia and Vietnam, the Associated States which make up Indochina. The Cambodian premier, perhaps trying to needle the French, told the Vietminh he would stop fighting if the Reds left Cambodia. But any optimism at all is an improvement in the mood of Indochina reported seven weeks ago (LIFE, Aug. 3) in an article which produced the dissent on page 62.

So far General Navarre has acted as if he never heard of defeatism. He took over from a defensive-minded predecessor who, partly because of strong Paris pressure to hold casualties to a minimum, allowed Indochina to skid next door to disaster. Under the "Navarre plan," the new commander proposes to crush the Vietminh and win the war in two years if he gets 1) reinforcements from France, and 2) money to expand the native army.

He will get both. By mid-November nine new battalions, along with radar and demolition specialists, an air transport group and an aircraft carrier are due in Indochina from France. With additional U.S. aid the Vietnamese army will increase by more than 60,000 men by the end of 1954. Already Navarre has shown what he means by taking the offensive, dropping parachute troops near the Chinese border to harry the Vietminh in its own lair.



GENERAL NAVARRE is 54, a resistance leader in World War II, went to Indochina from SHAPE.



NAVARRE'S FIRST STRIKE sent paratroop battalions swarming down on the Vietminh supply center of Langson, only 11 miles from the border of Red China. After Communists had fled, the French destroyed 5,000 tons of war matériel, then marched out along with 200 natives who had had enough of the Reds.

CONTINUED ON NEXT PAGE

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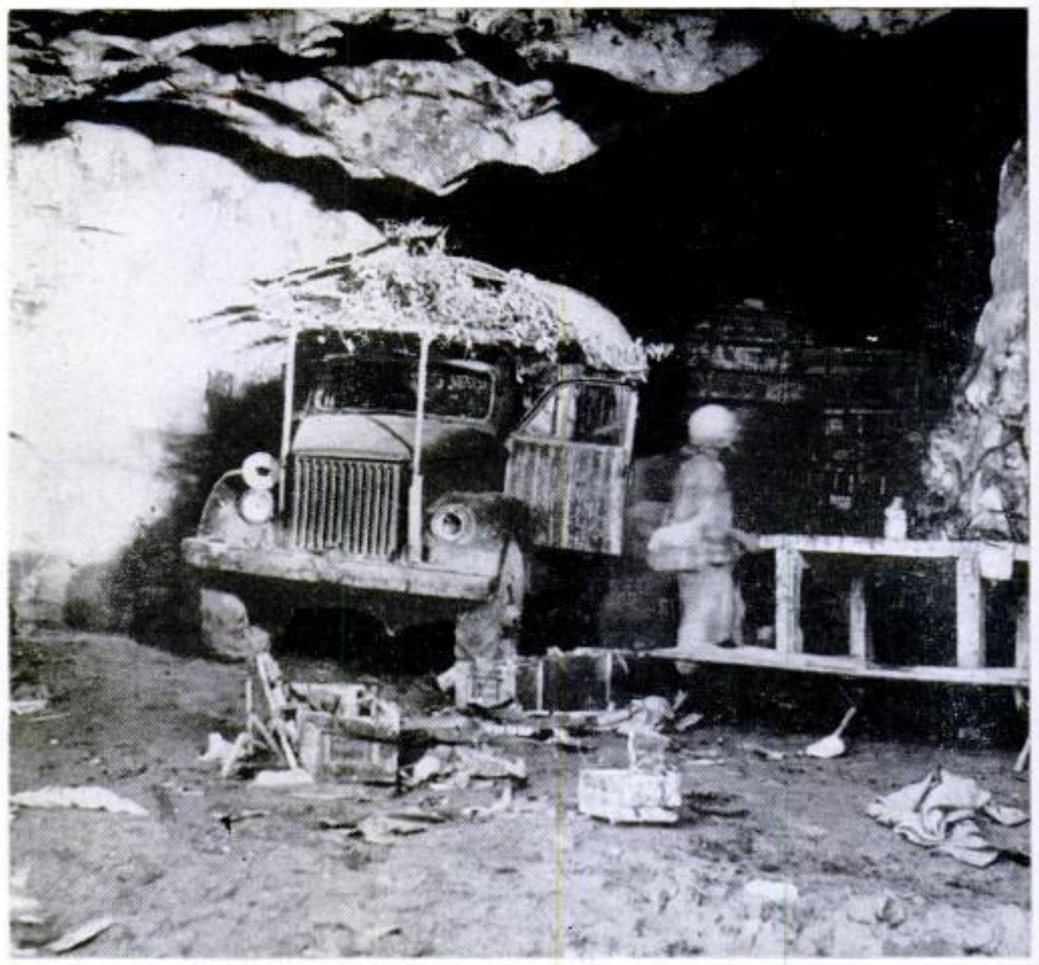
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VIETNAMESE TROOPS, trained by French and wearing American parachutes of World War II vintage, await their orders to jump from a transport.



WOUNDED FRENCHMAN awaits evacuation at Langson. French themselves since 1946 have suffered 100,000 casualties, including 39,000 dead.



ENEMY MATERIEL destroyed in grottos used by Vietminh as hideouts included Soviet-made "Molotov" truck (*above*), cases of Czech machine guns.

CONTINUED ON PAGE 62

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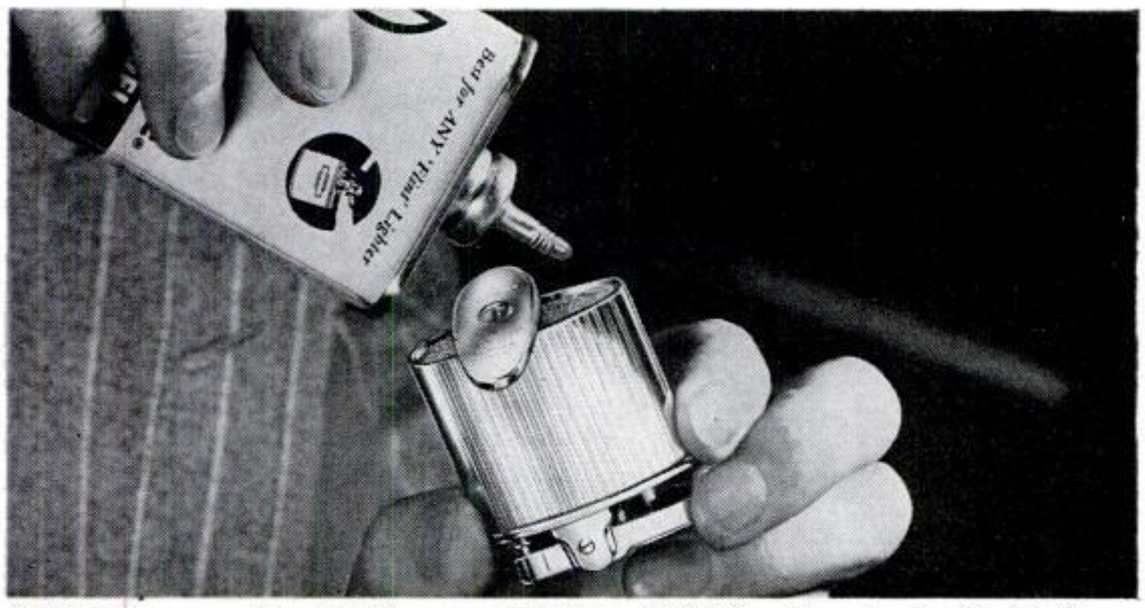


"As if Ronson weren't my biggest seller anyway! Now they've introduced this amazingly simple swivel-base 'Triumph' and I can hardly keep it in stock. It's a wonderful gift, especially for those folks who 'have everything'! They don't have *this* because it's a brand-new Ronson 'exclusive'!"

"Easiest-filling lighter I ever sold... this new swivel-base RONSON TRIUMPH ...at $8.50"



"Just flip it to fill it! Nothing to unscrew. No fishing around for dimes or nail files. It's a precision-made Ronson feature—with the same dependability and quality that made Ronson my number-one seller in the first place."



"Fill it in seconds with Ronsonol lighter fluid (another best seller)! Since you can *see* what you're doing you don't underfill it or messily overfill it. The base flips *tight-shut* so the fluid can't leak or evaporate."



"Ronson offers this sleek, tapered 'Triumph' in a beautiful gift case for $8.50. I have other Ronsons from $5.50 to $200.00, each one with the name on the bottom so you'll know it's genuine: **RONSON**."

Ronson, Newark, N. J.; Toronto, Ont.; London, Eng.

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'FRANCE IS FIGHTING THE GOOD FIGHT'

by DONALD R. HEATH

When LIFE *published a highly critical report on the Indochinese war there was a storm of resentment in France, and the story was denounced by the French Foreign Office. The article prompted Donald R. Heath, U.S. ambassador to Vietnam, Laos and Cambodia, who participated in the discussions leading to more American aid and French reinforcements, to write a reply based on his diplomatic knowledge and observations. His vigorous dissent to the* LIFE *article follows:*

In a recent issue LIFE published a report on Indochina by Photographer-Correspondent David Douglas Duncan. This article represented France as half-heartedly fighting a losing war against Communism and simultaneously trying to preserve her domination over a rich colony, a corrupt society fiddling while Indochina burned and American millions misspent in a vain effort to shore up a decadent colonialism. This is a depressing picture, but in my opinion it is untrue.

France is fighting the good fight in Indochina, the fight of the free world against Communism, just as the U.N. fought to check Communist aggression in Korea. For seven years French soldiers and airmen have been dying to preserve the integrity of Cambodia, Laos and Vietnam, and to prevent all of rich, strategic Southeast Asia from falling under Communist domination.

The rebel Vietminh masquerades under the cloak of "nationalism" which the Communists have used as a phony catchword all through Southeast Asia. I believe that a majority of the Indochinese people see through this masquerade. Many of them did not at first, to be sure. Large numbers originally supported the Vietminh Communist leader Ho Chi Minh in the belief that he was fighting a war for the independence of Vietnam, which is the principal political and military battleground in this struggle. But by and large the Vietnamese have become disenchanted with Communism, even though thousands of them are powerless to leave the Red-dominated areas of Vietnam for the safety of government-controlled areas. The Vietminh has exposed itself as the unblushing pander to Communist China, aiming to make of the three Associated States Red Chinese satellites.



AUTHOR HEATH is 59, has been in Indochina since 1950.

But the Vietminh has not overrun Indochina. This is guerrilla warfare, the very essence of which is fluidity, and the pattern has been a seesaw pattern of territories frequently changing hands. Unlike Korea, there is no fixed front. Perhaps tardily, the French and the Vietnamese have recognized the need of conducting this war to meet local conditions and have activated light battalions to seek out the Communist forces in the brush and to pacify the areas gained by regular troops.

The trouble with fighting—and winning—the Indochinese war has so far lain in financing, equipping and officering the national armies. The costs cannot be borne entirely by the fledgling Associated States and the already overburdened French budget. This is where the U.S. comes in, paying a large share of the cost of training and matériel for the Associated States' armies in the belief that the cause of these nations' independence and free world opposition to slavery is thus ably served.

The French political position in Indochina is widely misunderstood. Although French influence dates back to 1787, when the missionaries first came, the day of French colonial rule is past. In late 1949 Cambodia, Laos and Vietnam achieved juridical independence within the French Union, and they have been recognized by 35 nations. France did retain powers necessary to conduct of the war and also certain economic, cultural and judicial privileges. However, recognizing that the three states had traveled a long way toward assuming the responsibilities of sovereignty, France on July 3 of this year invited them to negotiate the transfer of those powers, and these negotiations are now under way.

Cambodia, Laos and Vietnam do, then, have a stake in this war: independence in the community of free nations or subjugation under Communist dictatorship. It is altogether fitting that Indochinese should fight in their own war, as they are fighting—and dying. Moreover none of the three states has had any difficulty in recruiting troops.

It has been argued that France must give complete independence to Vietnam *now*, walk out lock, stock and barrel, and leave the Vietnamese to fight the war and win. It has also been argued that France is dragging her feet on formation of a Vietnamese army because a strong national fighting force would mean the end of French domination. This is nonsense, for three reasons:

1) The French long ago passed the point of no return in the relinquishment of sovereignty over Indochina, and on July 3 formalized their intention to turn remaining powers over to local authorities.

2) Total French withdrawal, leaving the Vietnamese to fight alone, might be possible, but to leave them to fight and *win* is a ridiculous suggestion. Only the blind could doubt the immediate Communist engulfment of Southeast Asia.

3) The French have not lagged on creation of the national armies, established in 1950, but have been endeavoring to increase both regular and light units as rapidly as possible in order to relieve their own troops for commitments under NATO.

Even "professional" nationalists in Indochina, who have stood criticizing on the sidelines for years, do not want the French to leave now. Their ideal is total absence of French influence except for military and economic assistance. But recognizing reality, they are willing to play ball with the former colonial power by granting certain privileges in return for French Union protection. Since July 3 relatively few of these *attentistes* have clung to their skepticism of French intentions, perhaps reluctant to see their discussions of so many years rendered obsolete.

We are seeing, I think, a new era of cooperation between France and the Associated States. Indochinese are coming down off the fence to admit that now is the time to do the utmost for victory and representative political institutions. And the French are conceding to nationalist demands.

Meanwhile a French Union army of more than 500,000 is in the field. A new offensive spirit animates the French Union troops, ably led by General Henri Navarre, who is not in Indochina to lose the war. Given the will to win, the additional troops sought by Navarre, and continued financial support of the U.S., final victory, I am convinced, is possible.

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Better See

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NEWEST!—With new *Glare Down / Sound Up* styling. *Lifetime Focus* 21-inch cylindrical tube. Snap-in *Sabre-Jet* tuning. Built-in all-direction UHF-VHF *Roto-Tenna. Distance Selector Switch.* Mahogany finish, Model 21K13. $349.95. Slightly higher in blond.

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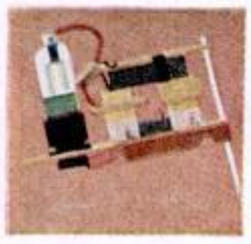
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New Patented "Pictron" Power Unit and New "Concentrated Power" Chassis Double-up to Bring You Television's Most Powerful Picture!

Study the exciting TV picture you see here. Then imagine it in action . . . with *double* the brilliance and clarity of detail . . . plus all the magic realism of "Golden Voice" sound. Even then you would have only a small idea of the greater pleasure which now can be yours in Motorola TV with Double-Power Picture! Prove it . . . See Motorola TV for yourself! See how Double-Power Picture brings the station nearer . . . makes the picture clearer. Find out how "Miracle Interlace" eliminates annoying picture lines. Discover the tasteful elegance of masterpiece cabinetry. See, hear, thrill to Motorola TV with Double-Power Picture, at your Motorola dealer's!

How Motorola TV Brings the Station Nearer! ... Makes the Picture Clearer!

NEW "PICTRON" POWER UNIT



Developed and patented exclusively by Motorola, the *Pictron Power Unit* puts extra clearness and brightness into your *Double-Power Picture.*

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Completely new chassis provides pulling power to bring in *Double-Power Pictures* even at distances. A triumph of rugged dependability!

NEW ALL-CHANNEL RECEPTION



New *Robot* 82 one-knob all-channel tuner is optional in all models, or may be added easily later. All sets have built-in UHF-VHF antennas.

FULL ONE-YEAR WARRANTY



First to give one-year warranty on *all* parts, tubes and picture tube, Motorola is only TV maker with this same warranty for last 3 years.

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Over 30 distinctive models to choose from, with 17", 21", 24" or 27" picture tubes. Prices include Federal Excise Tax. Slightly higher South and West. Subject to change without notice.

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RICE AND BEEF PORCUPINES

made with Hunt's TOMATO SAUCE

EASY RECIPE

GOOD? They're simply wonderful!

Just look how those grains of rice swell up luscious and tender, thanks to nice-and-spicy Hunt's Tomato Sauce.

Hunt's is the *real, kettle-simmered* tomato sauce—not a soup, no starchy thickeners! It's for one purpose—to make your favorite dishes still more flavory. Get some and try this recipe!

Mix together:

1 lb. ground beef ***½ cup raw rice, well washed***
3 tbsp. chopped onion ***¼ tsp. pepper***
¼ tsp. poultry seasoning ***1 tsp. salt***

Form mixture into 10 or 12 small balls. Brown them *lightly* in an uncovered saucepan in:

3 tbsp. fat

Drain off excess fat and add:

2 cans HUNT'S TOMATO SAUCE
1 cup water

Cover *tightly*. Simmer 45 to 50 minutes, or till rice is tender. Serve with the flavory pan gravy. Ummm, but it's good!

Using Hunt's Tomato Sauce is like doubling the number of recipes you can make. How it does brighten up stews, soups, casseroles, left-overs. Costs but a few cents a can!



Guaranteed by Good Housekeeping

The Kettle-simmered tomato sauce



For breakfast or dessert . . . Hunt's Heavenly Peaches

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WHIRLING ON A TARGET WHICH RISES SO FAST THAT IT BLURS ON THE FILM, PATROLMAN CLIFFORD WARNER CUTS LOOSE WITH HIS .38 ON THE TOLEDO RANGE

LEARNING TO FEEL AT HOME ON RANGE

Targets jump up all over on Toledo pistol course to put policemen through a realistic crook chase

A workout at an ordinary pistol range, which gives a policeman all the time in the world to aim and fire at a still target, bears little resemblance to a cop actually chasing a crook. In Toledo, Ohio police practice at a range that provides startling realism with a variation on skeet shooting. As a cop steals through woods, ghostly frames pop up (*above*) as if they were criminals stalking him. In 10 seconds the cop must spot the target, draw and fire. In other tests a policeman fires from a moving auto, blasts at targets racing amongst "taxpayers" (*next page*). So successful is the course that since it was opened in 1940, Toledo police boast, they have never failed to bring down an actual target.

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A dab a day keeps odor away! Gaby glides on dry, checks odor instantly, is gentle to skin. No gooey cream. No drippy spray!



Double protection all day! New Gaby formula contains both hexachlorophene and chlorophyll. Great for active men and women.

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DEODORANT STICK

WITH HEXACHLOROPHENE AND CHLOROPHYLL

Ask for the Gaby "TWIN-PACK", get 2 regular 60c sizes for only 98c! (Offer for limited time only)



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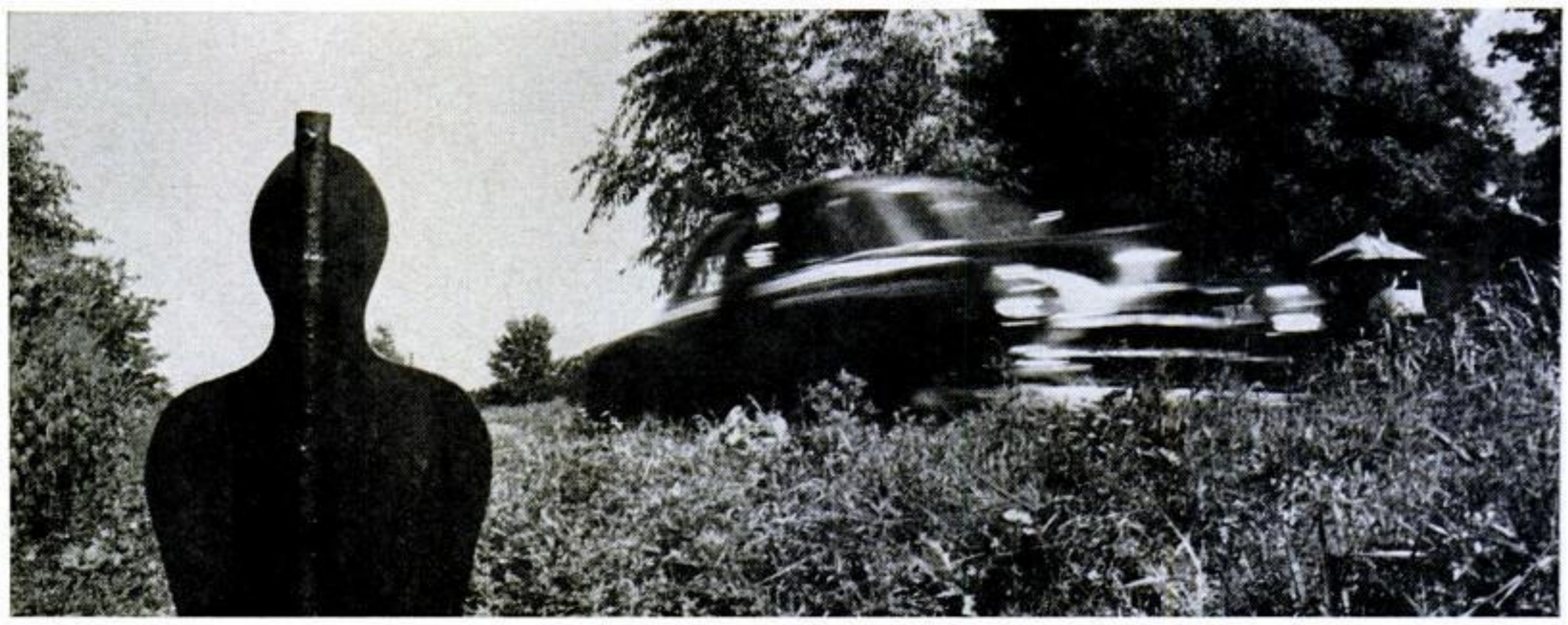
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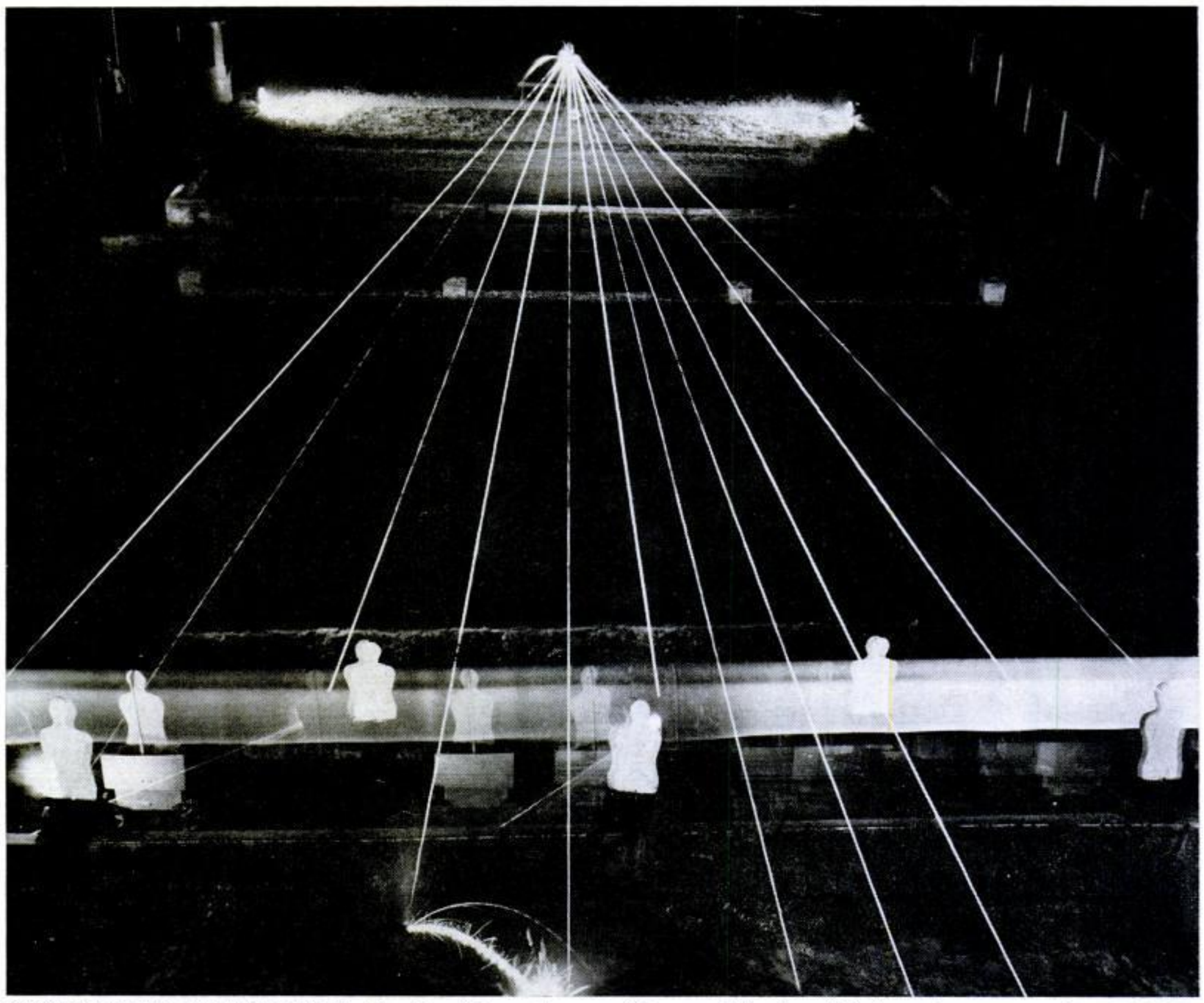
FROM CONTROL BOOTH Inspector Charles Roth, who devised range, raises target connected to booth by wires.



ON THE ALERT Police Sgt. William Knitts watches for target silhouettes to appear suddenly in door and window.



FROM BUMPING AUTOMOBILE a cop blasts away at one of targets which car passes every two to five seconds. Cops are taught not to rest arm on window or lean back in seat but to plant feet on floor and pivot on buttocks.



ON "RUNNING MAN" RANGE object is to hit moving "crook" (pole up back) but not stationary "taxpayers." Here crook has been hit three times—tracer lines 3rd, 6th, 10th from left—taxpayer was hit once (2nd line from left).

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NICE GUY... with an undeserved black eye

If you understood what your

RADIO AND TELEVISION SERVICE DEALER

is up against, you'd buy him a steak for his eye

WE'LL WAGER DOLLARS to doughnuts you approach a TV-Radio Service Dealer with apprehension — feeling sure he's scheming to "do" you out of an unfair portion of your hard-earned money. This mental black eye given the TV-Radio Service profession by the public is undeserved. When TV-Radio Service Dealers were swept into the spectacular growth of the nation's fastest developing new industry, some made mistakes, but the misguided were mighty few. The vast majority of Television and Radio Service Technicians are capable, efficient, thoroughly trustworthy businessmen doing a magnificent job of keeping pace with a rapidly expanding new industry.

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Whatever the make and model of your radio or television sets, next time you need service we'd like to suggest you call a *Raytheon Bonded Electronic Technician.* Look for his seal. It's the symbol of a service man whose work, way of doing business, and integrity are above reproach. We're sure he'll satisfy you.



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Very definitely, you want quality above all else when you buy a new car—quality that shows up in performance, in beauty, in size, in a number of features that reflect true fine-car engineering and design. And you naturally want this quality at the lowest cost. But before you compare Pontiac's low price, consider first its features and what they mean in driving pleasure.

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Pontiac's sparkling performance starts with its big, husky, high-compression engine that proves at every touch of the accelerator that under the hood there's power to spare. And this great power plant gives you amazing get-up-and-go in city traffic or smooth, gas-saving cruising for the open road.

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Pontiac's distinctively beautiful styling is matched with big, roomy, color-keyed de luxe interiors, and its longer, 122-inch wheelbase gives you a feeling of road-hugging security. You always drive in style—and in luxurious comfort—when you drive a Pontiac.

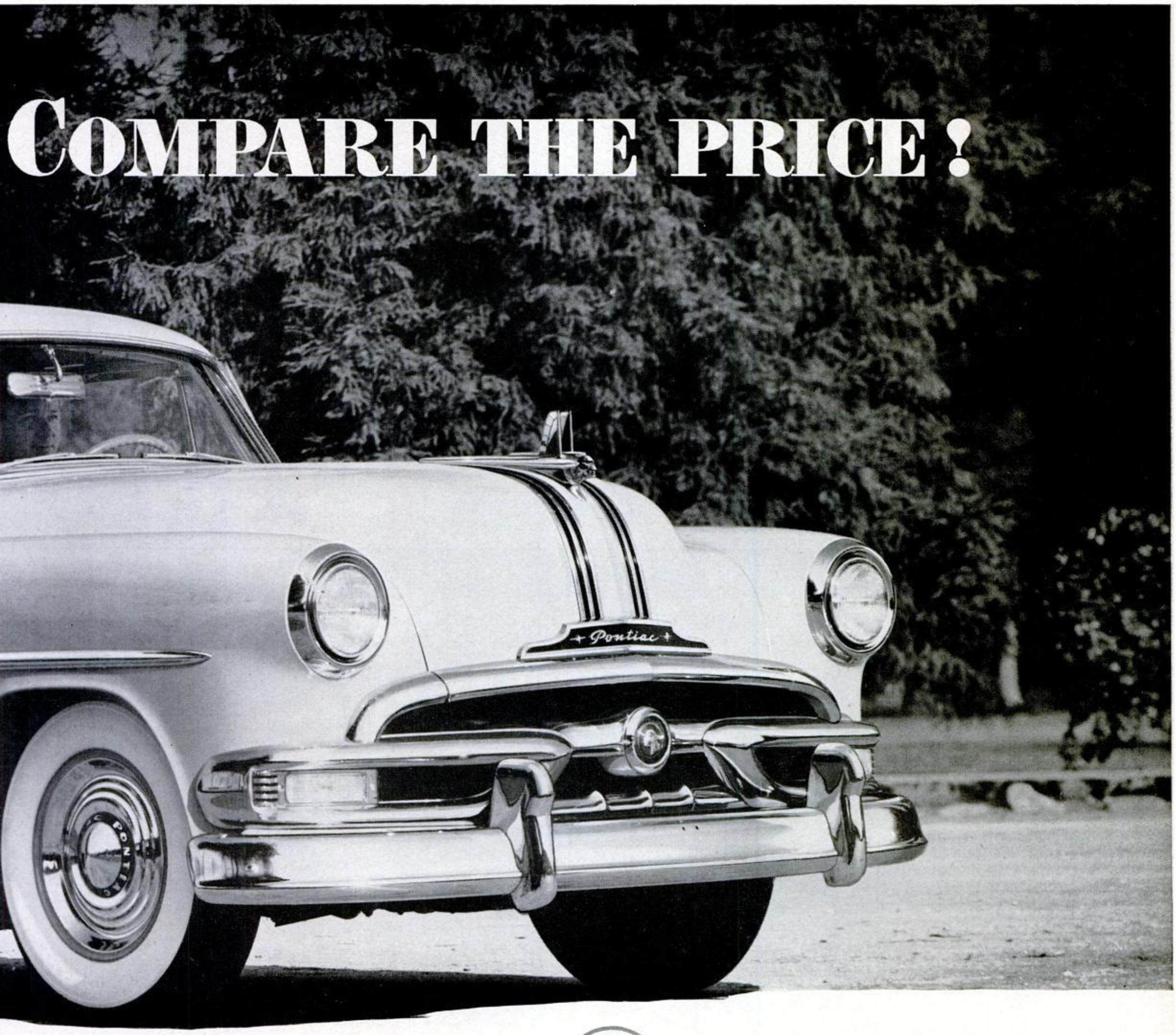
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Dollar for Dollar you can't beat a Pontiac

GENERAL MOTORS LOWEST PRICED EIGHT

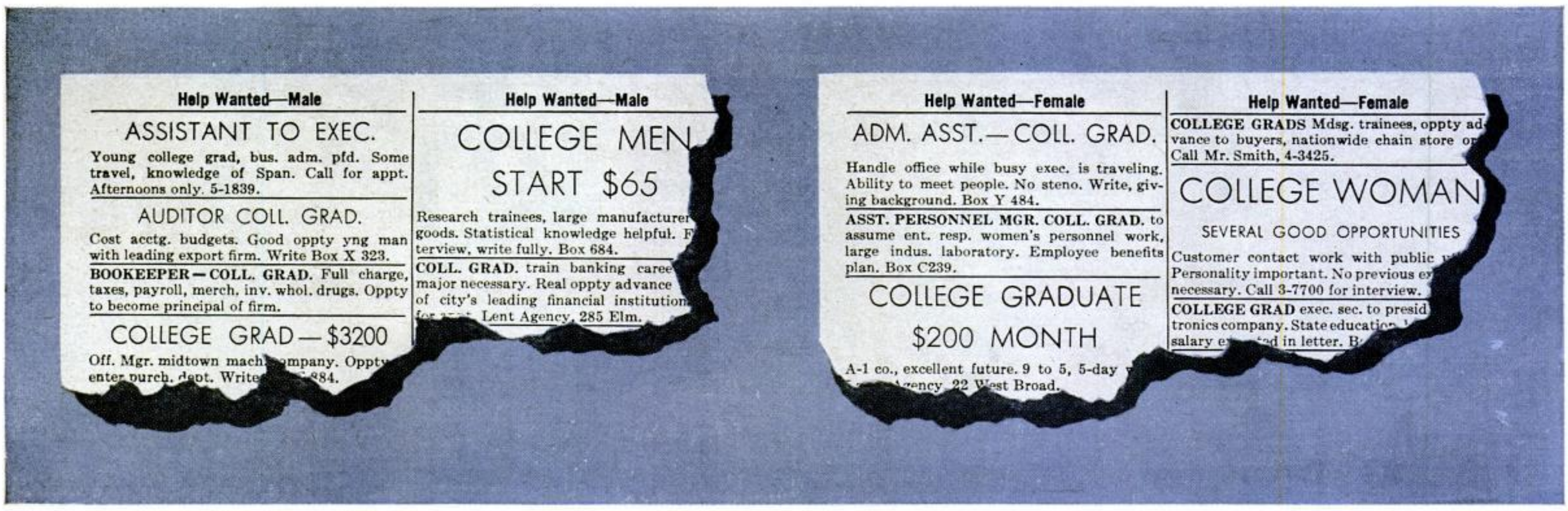
SEE YOUR NEAREST PONTIAC DEALER!

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Why fathers with jobs should look at the "help wanted" pages

THIS SUNDAY, when you pick up the paper, take a look at the "help wanted" pages—with that boy or girl of yours in mind.

Notice how many advertisements like these you see:

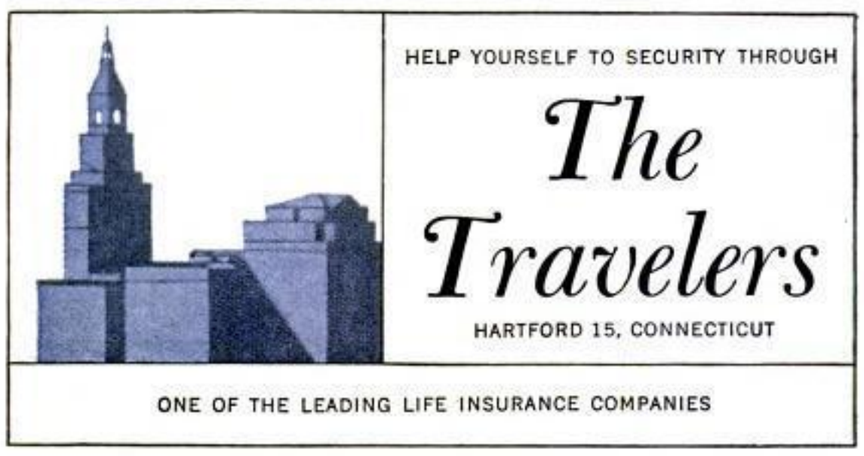


Don't you agree that, when your youngsters are trying to get a foot on the ladder, they will have a better choice of jobs if they have a college education?

Hundreds and hundreds of fathers are using a Travelers Educational Life Insurance Plan to make sure there'll be money enough on hand to meet all expenses when their children reach college age.

Under this plan you can choose from among several Travelers policies the one that suits your needs and your income best. Let your Travelers agent or broker show you how these policies can assure the financial help necessary for your youngsters' education.

Providing for the education of your children may be the most important thing you can do for them, and your Travelers agent is the man to see. If you don't know the Travelers man in your community, write and we'll gladly send you his name.



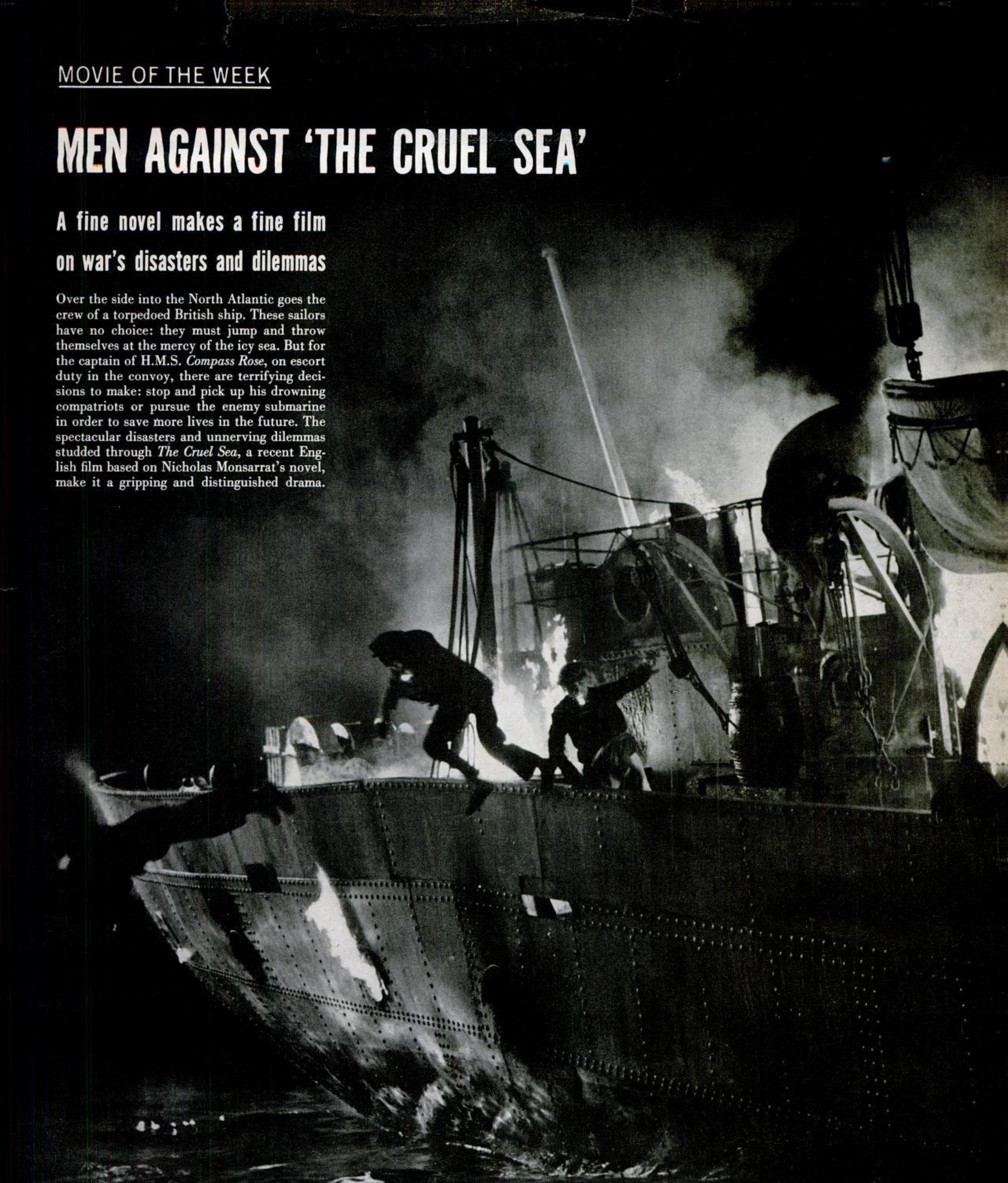
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MOVIE OF THE WEEK

MEN AGAINST 'THE CRUEL SEA'

A fine novel makes a fine film on war's disasters and dilemmas

Over the side into the North Atlantic goes the crew of a torpedoed British ship. These sailors have no choice: they must jump and throw themselves at the mercy of the icy sea. But for the captain of H.M.S. *Compass Rose*, on escort duty in the convoy, there are terrifying decisions to make: stop and pick up his drowning compatriots or pursue the enemy submarine in order to save more lives in the future. The spectacular disasters and unnerving dilemmas studded through *The Cruel Sea*, a recent English film based on Nicholas Monsarrat's novel, make it a gripping and distinguished drama.



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SINKING SHIPS AND DROWNING MEN BATTLE THE NORTH ATLANTIC



DESPERATE CAPTAIN of *Compass Rose* (Jack Hawkins) must decide whether to save dying men.



TRAPPED CREW of *Compass Rose* stand helplessly in the hold of their torpedoed ship as the water crashes in on them. The captain himself survives to take command of another combat vessel.



DOOMED MEN, after their own ship is sunk, joyfully see the escort *Compass Rose* come to their rescue. But the escort's captain suddenly learns that enemy submarine lurks below the survivors, so he must deliberately run them down—to their incredulous horror—in order to drop a depth charge on the marauder.

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RIDGEWOOD *Black dial center contrasts with brushed silver border. Hadley expansion band. 19 jewels. $71.50*

DAYBROOK *Alternate end ruffles. Hadley expansion bracelet sets off stylish case. 19 jewels. $71.50*

BAKER *Matching expansion band accents this he-man Elgin. 19-jewel movement. $71.50*

PAULINE *Observe how tiny black markings at each end of this 19-jewel Elgin carry through Hadley expansion bracelet. $69.50*

FREMONT *Chevrons emphasize the smart look. Hadley expansion band. 19 jewels. $69.50*

CLARINDA *Note how the matching expansion bracelet carries out overall loveliness. 19 jewels. $67.50*

New, brilliantly accurate 19-jewel Elgins with the heart that never breaks

INSIDE EACH Elgin "19" a carefully measured tick whispers that Elgin has placed—*not* 17—but *19 precious jewels* at critical points of wear.

The result is a flawless timepiece that runs more accurately, more dependably than ordinary jeweled watches. A watch so fine it speaks proudly of Elgin craftsmanship—skill that has already created over 50 million fine watches in the past 89 years.

And it speaks from the *heart.* Because this new Elgin "19" has the exclusive heart that never breaks—the DuraPower Mainspring, *guaranteed* to never break!

Thus, brilliant styling is more than matched by superb timekeeping, year after year. See Elgin's newest watch creation, the "19", at your jeweler's. Elgin National Watch Company, Elgin, Illinois.



Only Elgin has the heart that never breaks, the *guaranteed* DuraPower Mainspring.

ELGIN
WATCHES

The Beautiful Way to Tell Time

AMHERST *Manly look follows through clearly masculine dial. Smartly curved crystal accents good looks. 19-jewel movement. $57.50*

RITA *Two sunny end bursts joined by Hadley expansion bracelet brighten the beauty of this exquisite Elgin. 19-jewel movement. $69.50*

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MUSEUM CALLS UPON TEENAGERS TO PAINT SOME MEDIEVAL MURALS

When Pittsburgh's Carnegie Institute began planning its big fall show of ancient armor, it called on a professional artist to paint some medieval murals. But the professional asked so high a fee that the museum quickly switched to nonprofessionals—16 teen-age art students. Delighted with the assignment, the students boned up on the Middle Ages and set to work painting four giant canvases. In return, Carnegie supplied carfare, food and painting materials. In six weeks the youngsters consumed 24 quarts of paint and more than 100 quarts of ice cream, covered 616 square feet of canvas with castles, jousters and damozels.

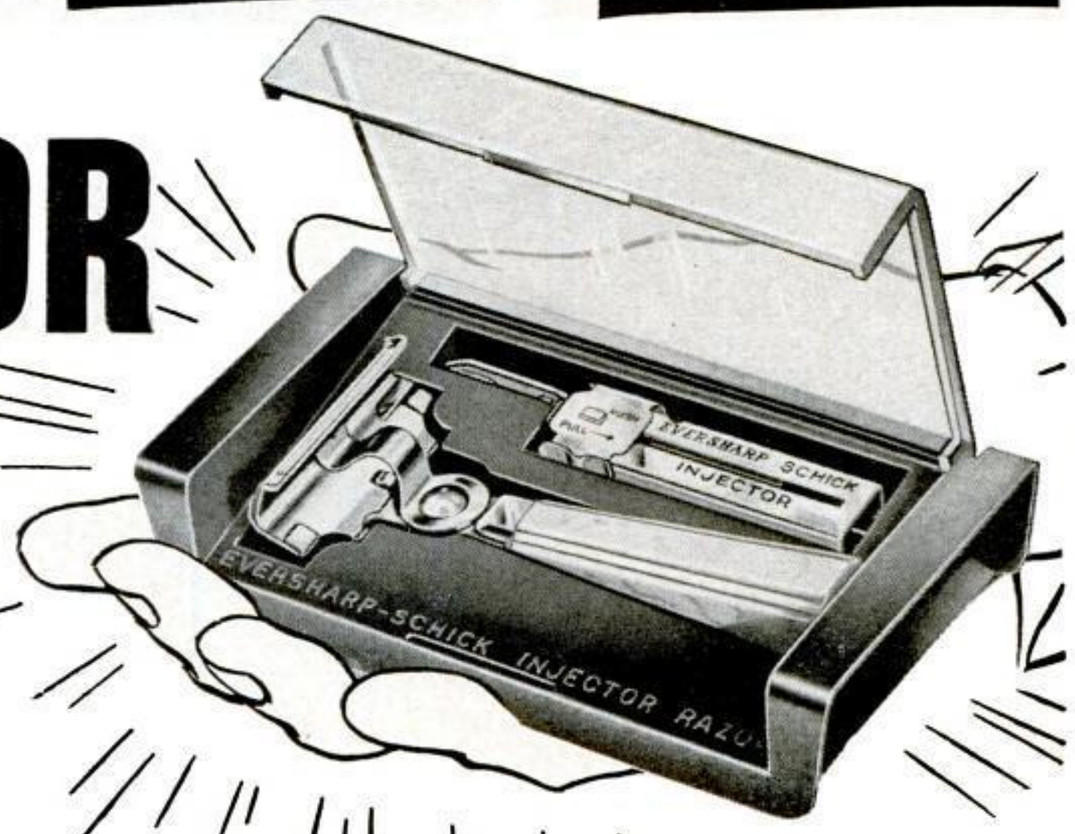
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Here's what you get:



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Offer Limited One To a Customer!

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The superb performance of this razor is matched only by the smooth-shaving quality of today's scalpel-sharp SCHICK INJECTOR BLADES. Produced on newly designed, precision engineered machines, these are the fastest-shaving, cleanest-shaving blades ever made.

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Please ☐ Send me $1.46 worth of Schick Injector Blades—2 packs of 20's or ☐ Refund my 98¢ A

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CITY_____ STATE_____ CITY_____ STATE_____

SOLD BY_____ DATE_____ SIGNED_____ (Purchaser's Signature)

This special offer limited one to a customer and is made only to the individual purchaser. Coupon must be signed by purchaser and is not valid if refund is requested by any other party. To be valid, Certificate, Instruction Sheet and empty Cartridge must be mailed before expiration date, Midnight December 31, 1953. (Remember to allow yourself enough time to use the blades.)

Mail to Eversharp, Inc., Box 12, Brooklyn 1, N. Y.

TO BE VALID REFUND CERTIFICATE MUST BE RETURNED WITH INSTRUCTION SHEET FROM KIT AND EMPTY 12 BLADE CARTRIDGE.

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at all the work
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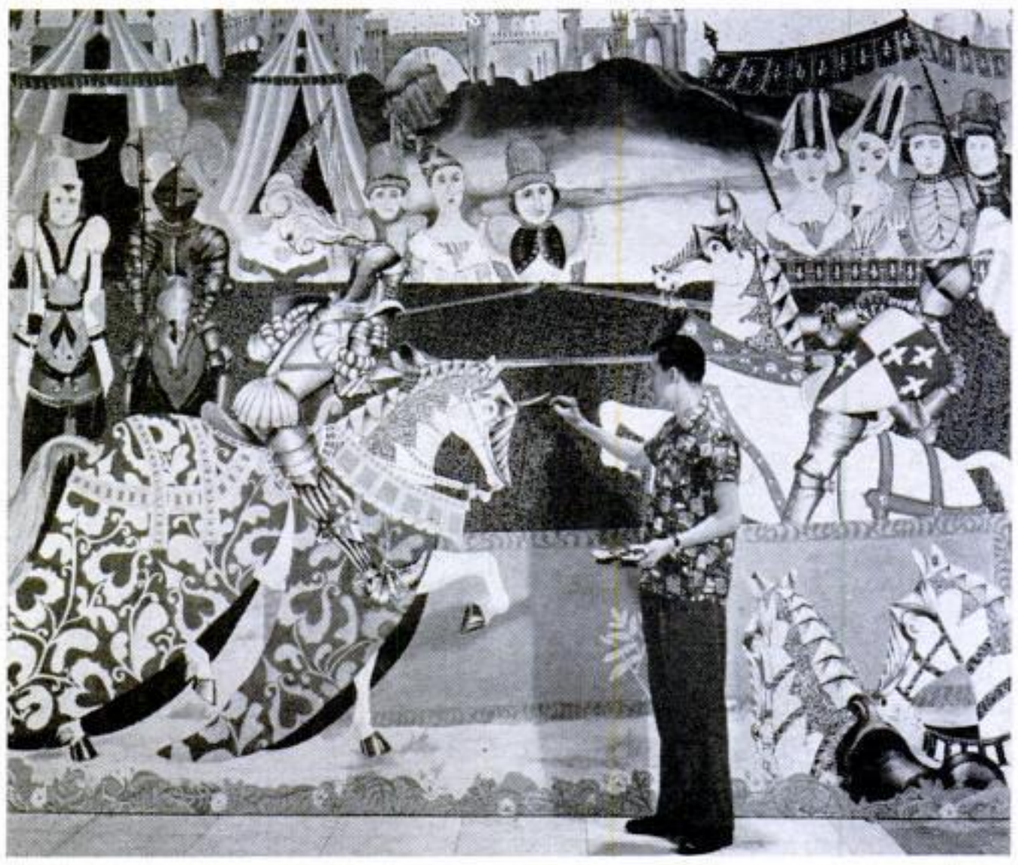
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Dixie, is a registered trade mark of the Dixie Cup Company

Now at a price you can afford for everyday home use!

TRAPPINGS AND TREATS



JOUSTING SCENE is finished up by Jack Butler who paints horse's headpiece. Students' favorite task was adorning trappings and banners with gilt.



MEDIEVAL HARNESS is drawn by Mary Pendleton and Charles Schmidt for painting. The armor is on loan from New York's Metropolitan Museum.



DAILY ICE CREAM provided by the museum is eaten by Mary and Charles as they perch on pedestal of statue of *Silenus Carrying the Infant Dionysus.*

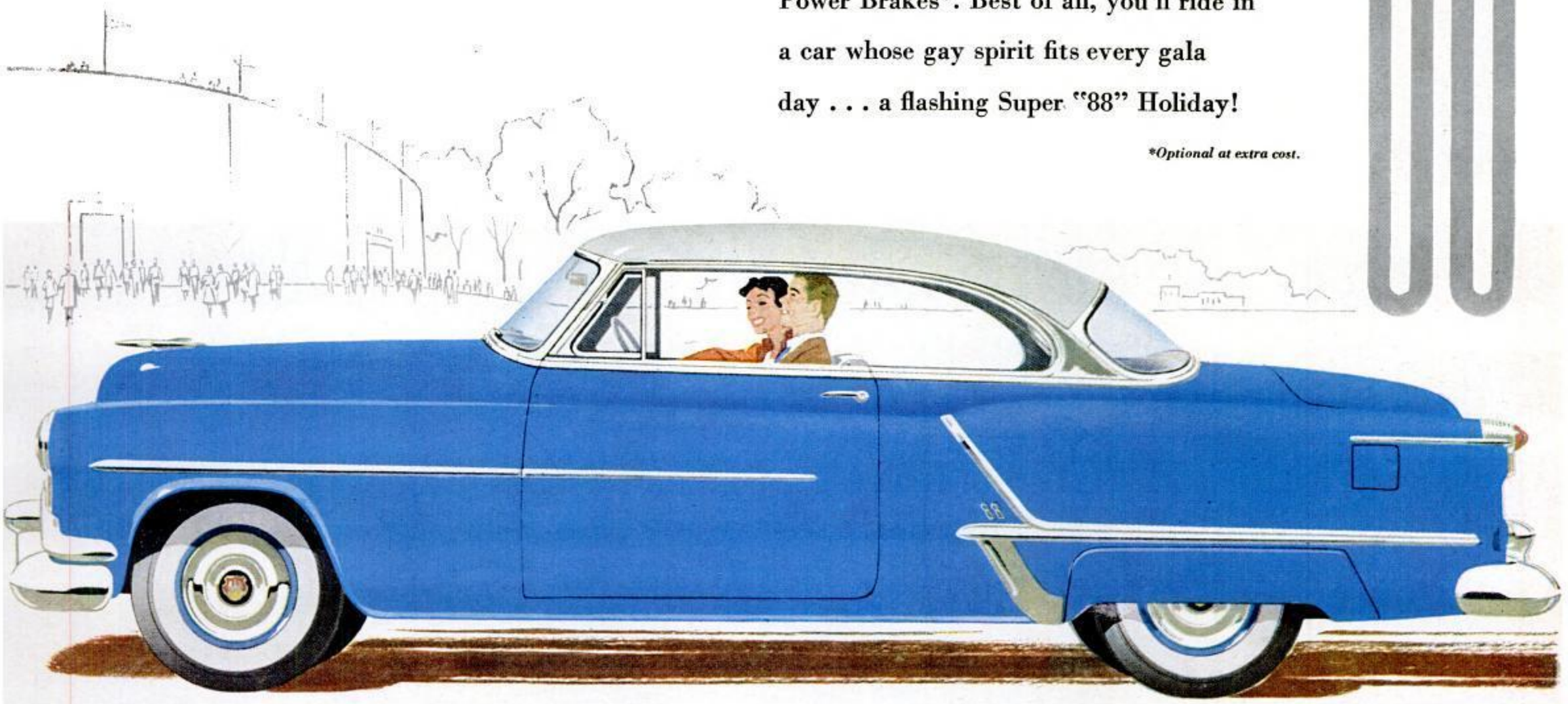
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**Optional at extra cost.*



Car illustrated above: Super "88" Holiday Coupé. A General Motors Value.

"ROCKET" ENGINE

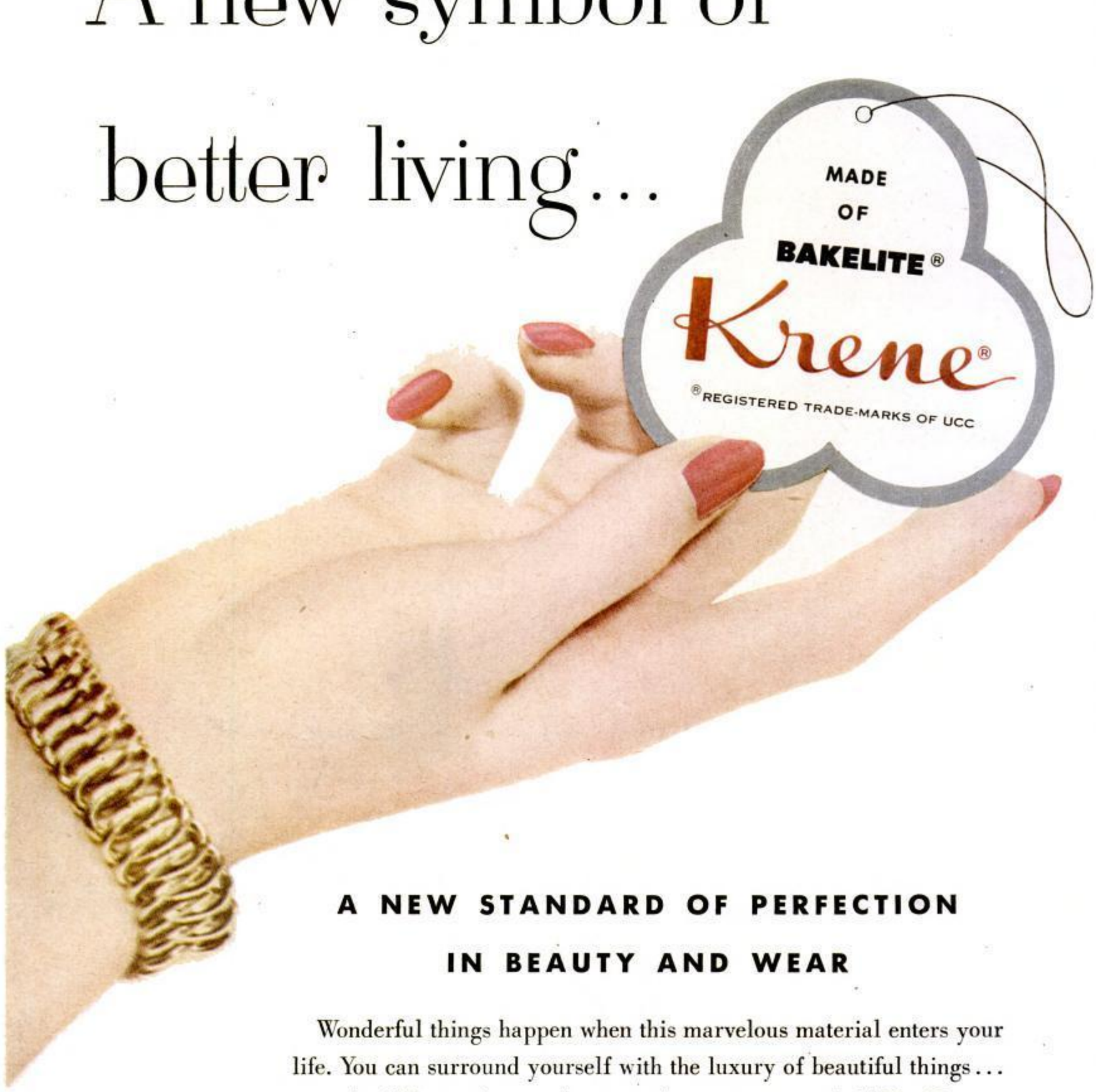
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A NEW STANDARD OF PERFECTION IN BEAUTY AND WEAR

Wonderful things happen when this marvelous material enters your life. You can surround yourself with the luxury of beautiful things... and still know that you've never been more practical! For KRENE is glorious in color and glamorous in texture. Yet it keeps its beauty ever-fresh without fuss or pampering. It makes possible smart upholstery, shower curtains, rainwear and other lovely things that require next to no care. You'll find wonderful ideas in KRENE by leading manufacturers at all the better stores. Insist on the KRENE label —and be sure of the best in quality.

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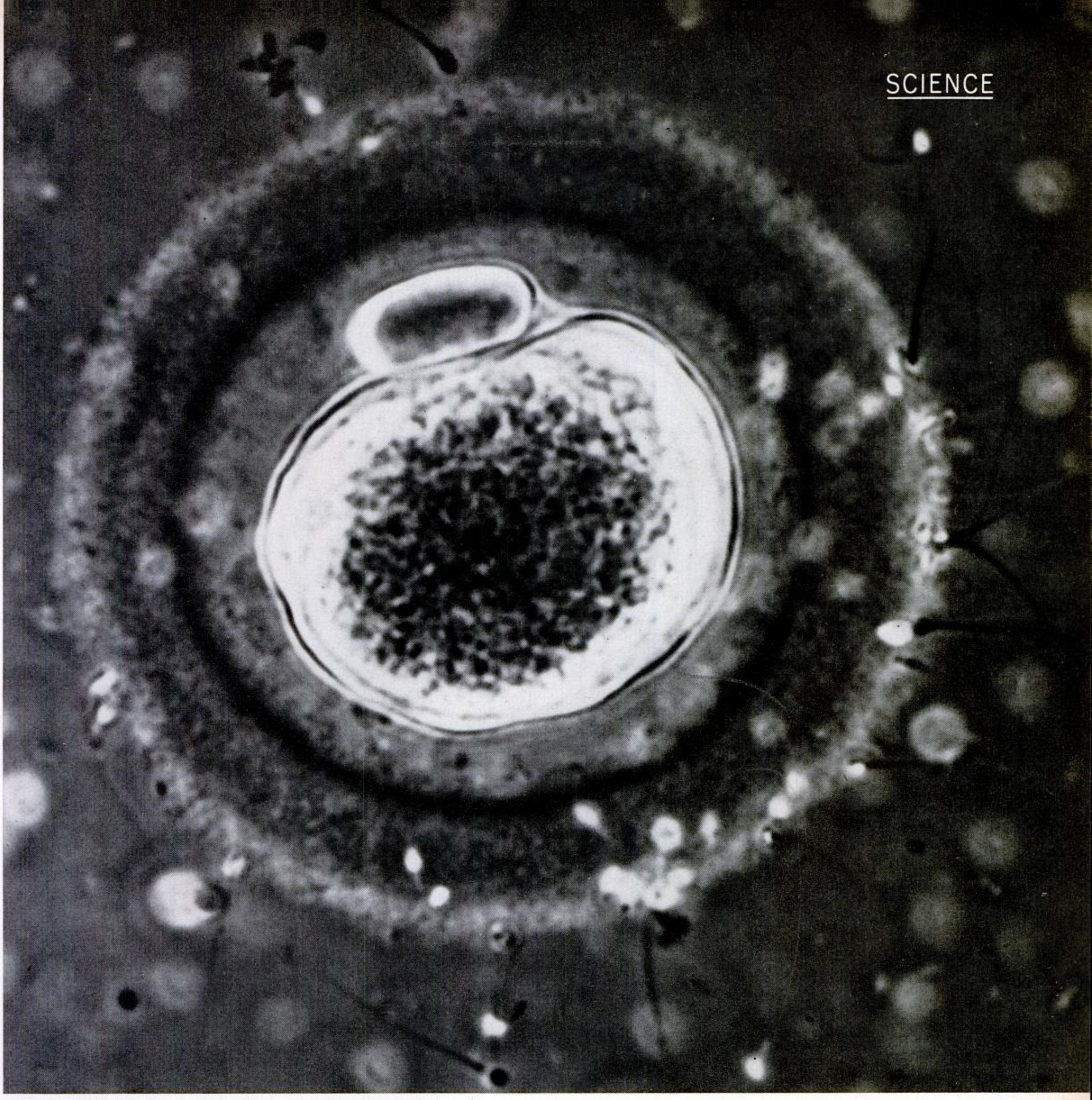


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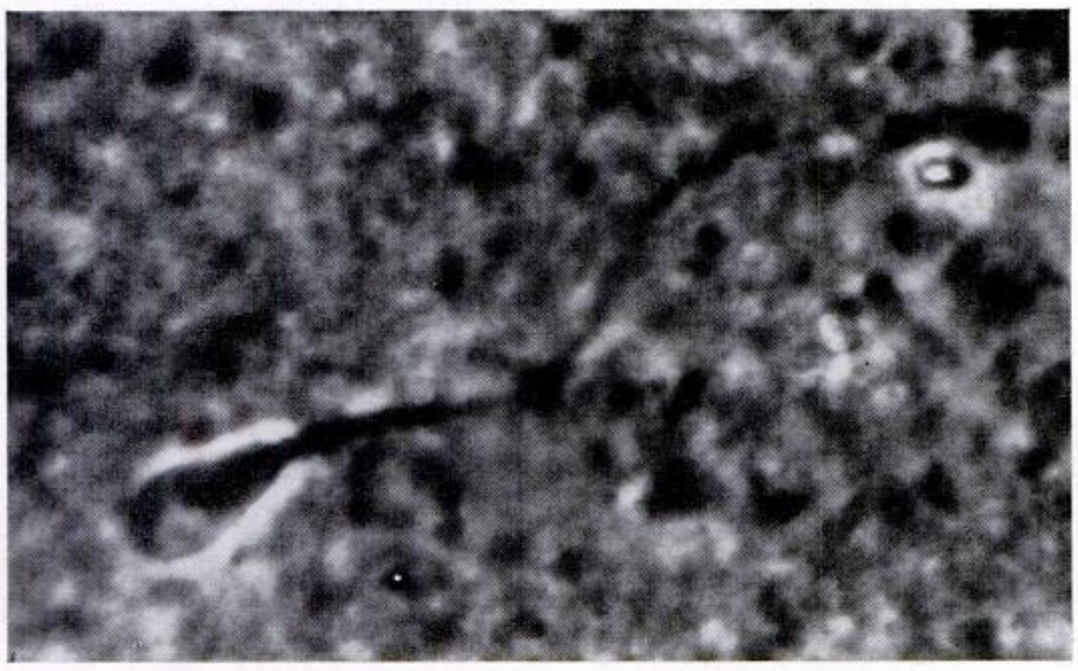


Bathroom beauty is easy to achieve with shower curtains made of waterproof, mildew-resistant KRENE.

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FERTILIZATION STARTS as tadpolelike sperm cells seek to break through membrane covering of a human female egg to reach the cytoplasm (white mass).



INSIDE THE EGG the sperm (here magnified 3,000 times) burrows into cytoplasm seeking female nucleus with which male nucleus will fuse in conception.

THE START OF LIFE

Fertilization of human egg is shown for first time

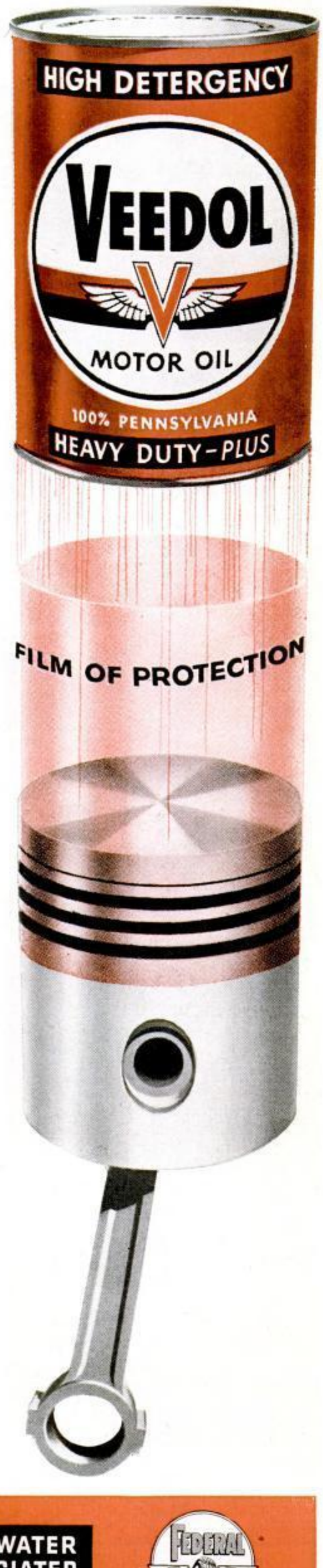
The wriggling male sperm in the picture above are about 25 times smaller than this comma, and the female ovum they are trying to penetrate is three and a half times smaller than the period which follows this sentence. When these minute bits of matter are united, they produce a new human life. Last month, a 43-year-old researcher at Columbia University made visible to his colleagues for the first time the very instant of human fertilization. Taking female eggs from hospital patients, Dr. Landrum Shettles exposed them to male sperm and carefully noted the sperm's invasion of the egg's nucleus, which carries the egg's chromosomes and where conception is finally accomplished. The photomicrographs taken by Dr. Shettles in his experiment and reproduced here are remarkable for showing the actual process of life at the earliest stage ever observed.

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"Film of Protection"

You bought a lot of horsepower when you got that modern car. Now you can *seal in* all that power... with the famous VEEDOL High-Detergency "Film of Protection."

New VEEDOL High-Detergency motor oil *seals in* horsepower by resisting blow-by! It is made from 100% Pennsylvania crude oil, with detergent additives that suspend contaminants, leaving your engine cleaner after draining. And it combats the metal-eating action of "engine sweat" by forming the famous anti-corrosion "Film of Protection" on metal surfaces.

Use all the horsepower you bought! Get all the power your car can deliver. Fill your crankcase with fresh VEEDOL High-Detergency motor oil every 1000 miles.

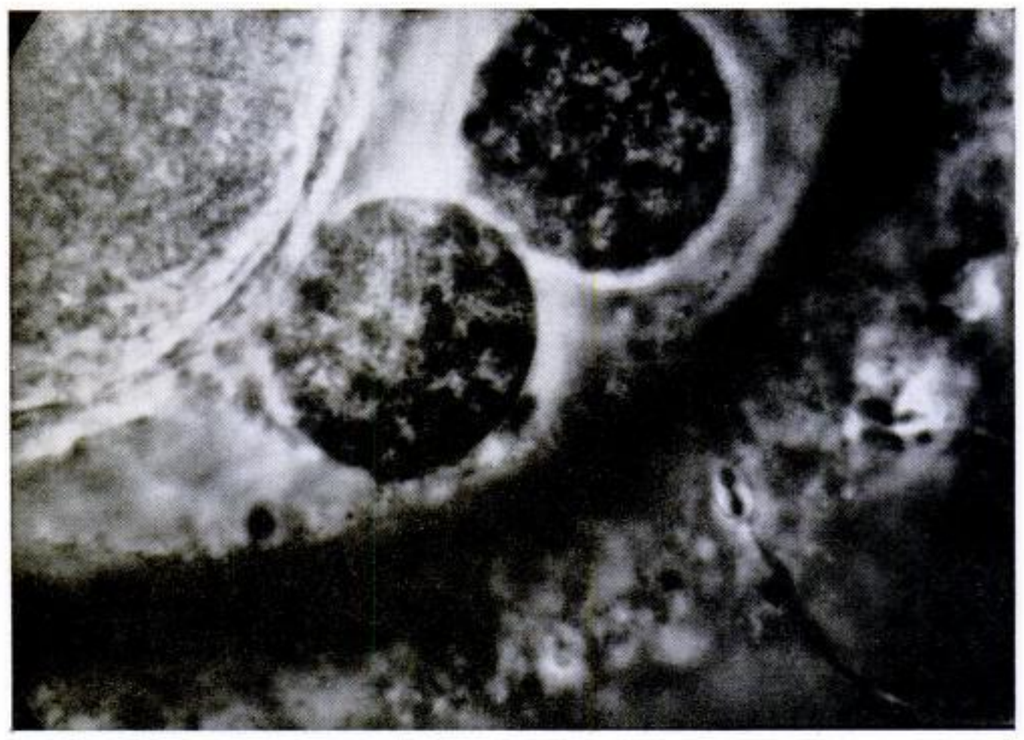
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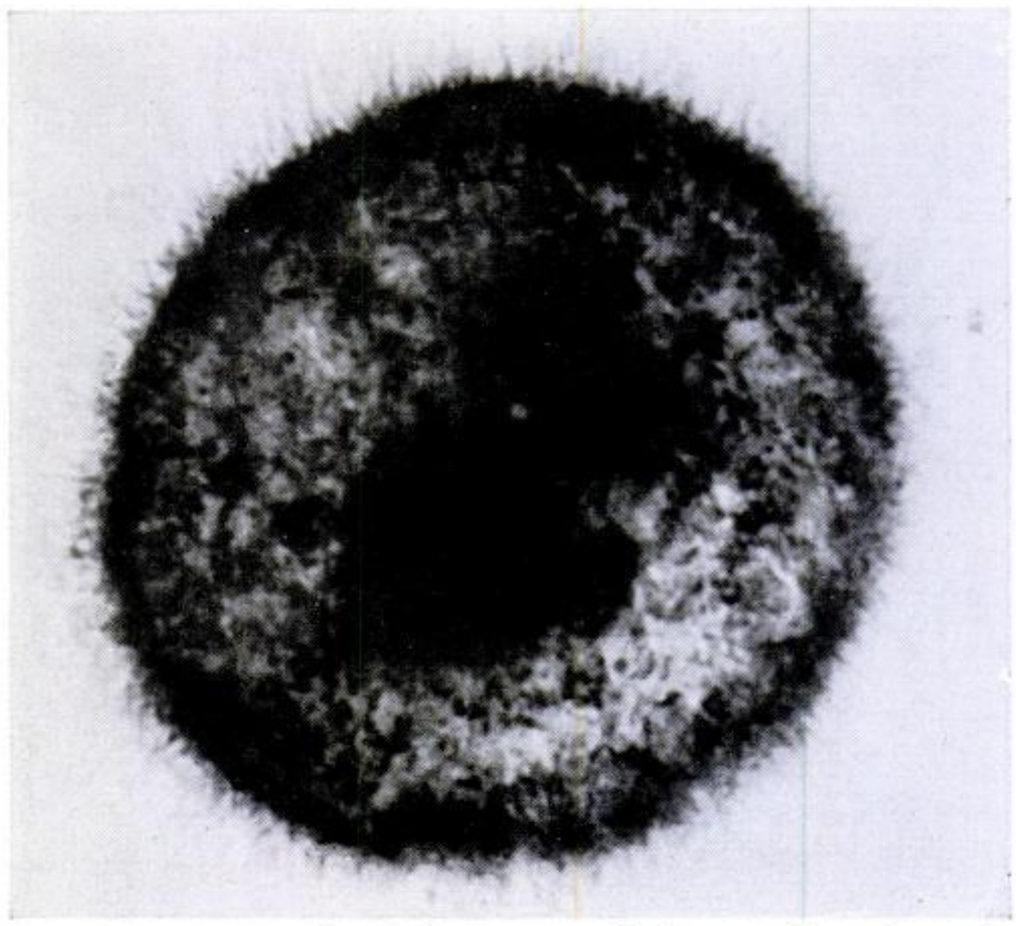
New York Tulsa San Francisco

FEDERAL TIRES

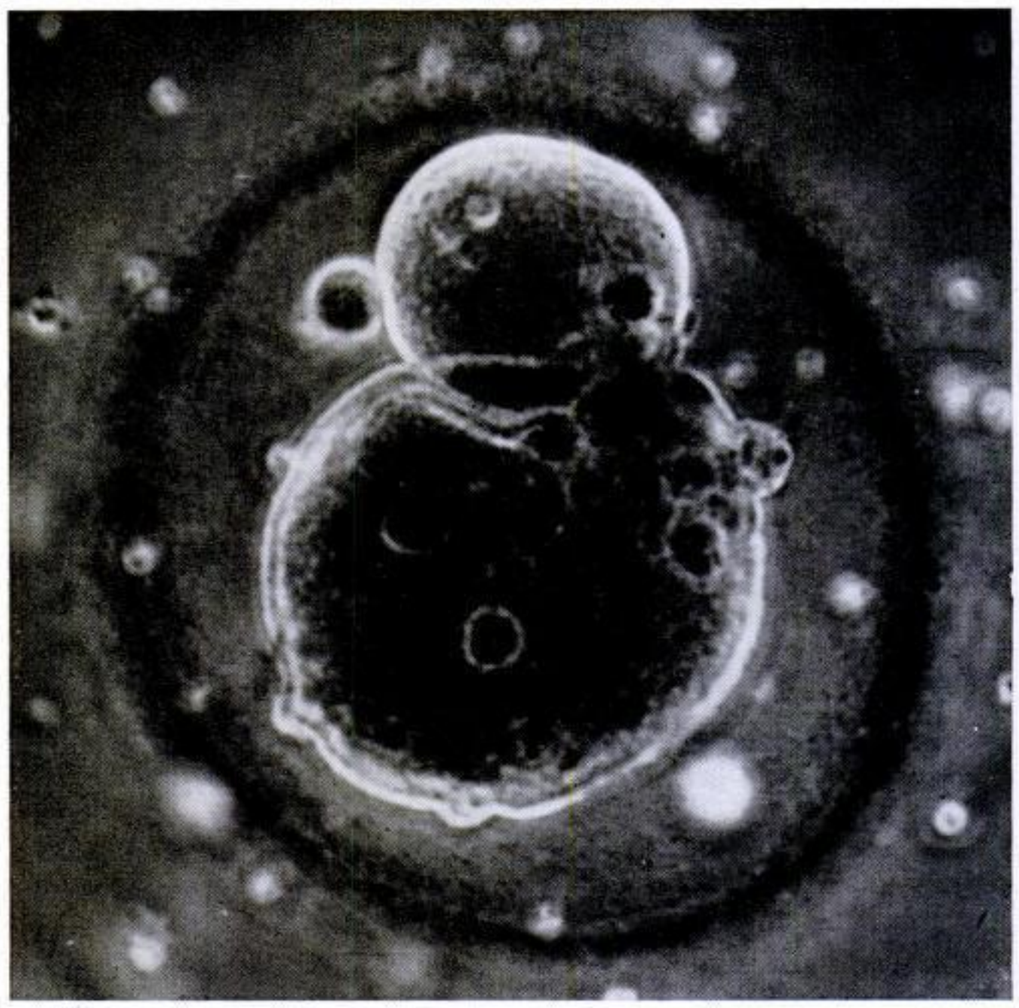
Federal Flying -A- Tires . . . Good for a long safe ride!



AFTER FERTILIZATION ball-like polar bodies form at edge of cytoplasm and siphon off half of the egg's 48 chromosomes. Remaining 24 unite with the sperm's 24 to give new cell 48, which normally developing cell requires.

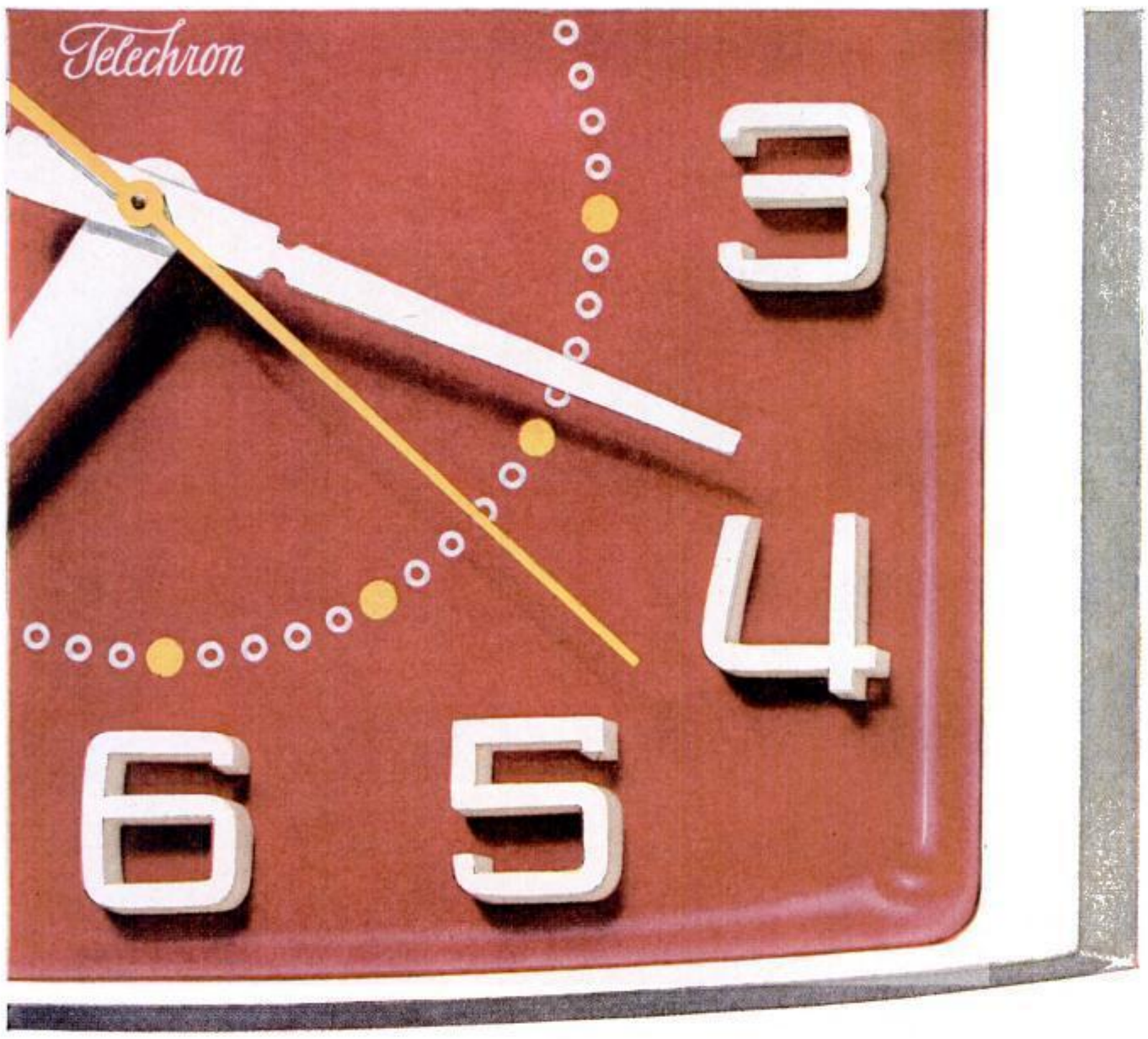


OUTSIDE AN EGG, hundreds of sperm cells cling at right angles to the outer membrane, forming a fuzzy outline in the picture. Only a few sperm penetrate the egg's outside membrane and only one ever reaches the nucleas.



START OF GROWTH is division of fertilized cell into two-celled stage, 30 hours after experimental incubation started. The oldest embryo Dr. Shettles has developed experimentally reached a four-celled stage and lived 50 hours.

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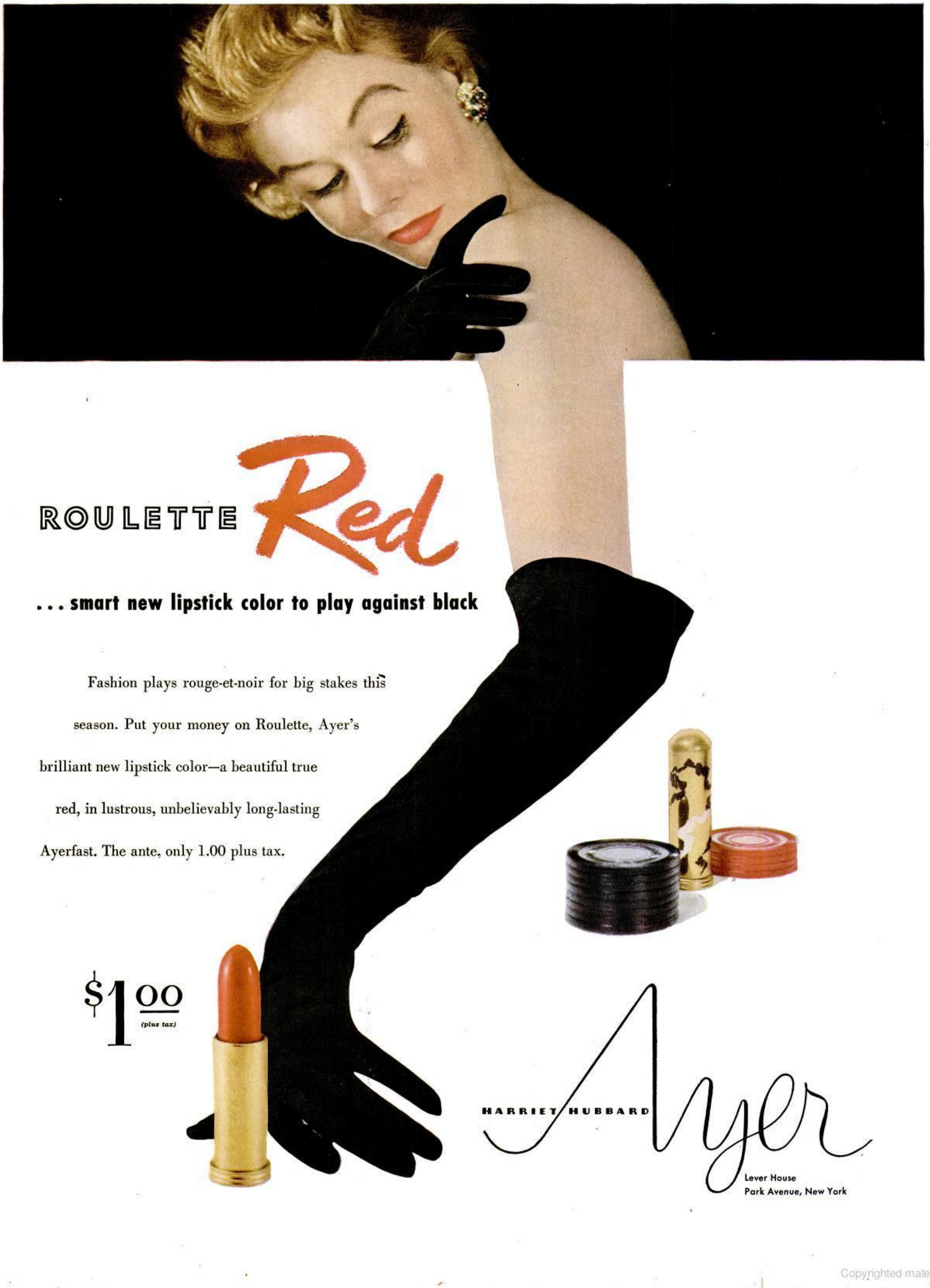


Proof of Telechron clock superiority is the fact that nearly all electric power plants —in regulating the timekeeping accuracy of electricity to your home—use Telechron master clocks.

Telechron electric clocks start at **3.98***

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. . . smart new lipstick color to play against black

Fashion plays rouge-et-noir for big stakes this season. Put your money on Roulette, Ayer's brilliant new lipstick color—a beautiful true red, in lustrous, unbelievably long-lasting Ayerfast. The ante, only 1.00 plus tax.

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HARRIET HUBBARD *Ayer*

Lever House
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CANDY FOR KIDS

By following simple recipes sweet-toothed youngsters can make old American favorites at home

Even though candymaking is bigger business than making washing machines—the U.S. spends $1.5 billion a year on commercial candy—the country's children still hanker after homemade sweets. This is a fine, American urge because the old homemade favorites pictured above were giving American youngsters sticky fingers and spoons to lick and teasing them with the smell of vanilla and maple sugar long before candy bars had been heard of. New Englanders were pulling taffy almost as soon as the first molasses came in from the West Indies. New Orleans, which knew the Marshal du Plessis-Praslin's recipe for almond pralines, tried them with pecans and created a national delight. America's favorite candy was invented by a lengendary Pennsylvania cook who, according to legend, stirred a batch of caramels too long, tasted the result and uttered a disgusted, "Fudge!"—and the expletive stuck to the mixture as a name.

Above are 11 homemade American favorites. Plates in the top row hold, left to right: caramels, apricot coconut balls, pralines (behind jar), truffles. Second row: butter crunch, fudge, peanut brittle. Behind girl's head: taffy. On table: candy spirals. On plate, lower left: raisins, nut and cherry bits for lollipops. Right: caramel apples. On the following pages are recipes for these candies simple enough for kids to make with a little supervision. Cooking candy is mainly a matter of heat: if the temperature isn't exactly right neither is the candy. Candy cooking with children is mostly a matter of common sense. Feed everybody beforehand to discourage overzealous tasting. See that all children wear washable clothes. Set out a minimum number of pots. And lay in a good supply of patience.

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Now—television can be more to you than a picture. *As the center of interest in your home, it can also be a thing of beauty, a constant tribute to your good taste. In this Stromberg-Carlson Classic superb performance in sight and sound is combined with a masterpiece of truly fine cabinetry. Here too, is exciting Panoramic Vision—which only Stromberg-Carlson can give you!*

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Stromberg-Carlson television is priced from $249.95 including excise tax and warranty. (Slightly higher in south and west). See classified pages of telephone book for nearby dealers.

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CHILDREN TESTED THE RECIPES

The recipes for the candies shown on page 85 are the result of much careful work by Virginia Pasley, author of several candy and cookie books and also the aunt of seven children who like to help in the kitchen. For weeks her nieces, nephews and their friends tested and tasted candy recipes which were repeatedly modified until the children could do most of the work themselves and thought the results delicious.

CREAM CARAMELS

2 cups sugar
1 cup light corn syrup
¼ cup butter (broken into small pieces)
2 cups heavy cream (warmed)
½ teaspoon salt
2 teaspoons vanilla
1 cup nuts (optional)

Blend the sugar and corn syrup into a 4-quart saucepan. Place over a low heat, stirring constantly until the thick mixture begins to dissolve and comes to a boil. Put in a candy thermometer and allow to boil without stirring over a high heat until thermometer registers 305°. Remove the saucepan from the stove and add one small bit of butter. Return the pan to stove and continue cooking, stirring well while adding the rest of butter bit by bit. When the mixture bubbles up and steams, add the cream slowly. Never allow the mixture to stop boiling, and continue to stir vigorously so that it will not stick to the bottom of the saucepan. Cook until thermometer registers 246° to 250°, depending on how hard one likes the caramels to be. These steps should not take more than 30 minutes and will usually take less if the heat is kept high enough. When the candy is as hard as required, remove the pan from the stove. Let it stand 5 minutes, then add salt and vanilla. Next add nuts, if desired. Stir only enough to blend, then pour the mixture into a lightly greased 8-by-11-inch pan and cool for several hours. Turn the candy out of the pan, cut into squares or oblong pieces with a heavy knife. Wrap the pieces individually in waxed paper or moisture-proof cellophane and store in a tin box. Makes about two pounds.

APRICOT COCONUT BALLS

1 cup dried apricots
1 cup dry coconut
¾ cup nuts—almonds, pecans or walnuts
1 teaspoon grated lemon rind
1 teaspoon lemon juice
1 tablespoon orange juice
2 tablespoons confectioners' sugar

Steam apricots in the top of a double boiler for 10 minutes, then grind with the coconut and nuts, putting through the grinder twice. Knead into a ball, adding lemon rind, lemon juice and orange juice, then confectioners' sugar. Use more confectioners' sugar if required to make a firm mass. Form into small balls and roll in granulated sugar. Allow to dry for several hours before storing. Makes about one pound.

NEW ORLEANS PRALINES

2 cups light brown sugar
¼ cup water
¼ cup butter
2 cups small pecan meats

Measure the light brown sugar, water and butter into a 2-quart saucepan and stir over a low heat until the sugar dissolves and the mixture boils. Put in a candy thermometer and add the nutmeats. Boil slowly, stirring constantly until the temperature reaches 248°. Remove the saucepan from heat and immediately drop the mixture by tablespoonfuls on waxed paper or into greased muffin or pattypans. Makes about one and a quarter pounds.

HAZELNUT TRUFFLES

½ cup unsalted hazelnuts (finely grated)
1 cup confectioners' sugar
1 egg white
2 6-ounce packages semi-sweet chocolate
¼ cup cream (warmed)

Toast the hazelnuts in the oven. Grate them after they have cooled. Blend the nuts with the confectioners' sugar. Add just enough egg white to make a firm paste. Melt the chocolate over hot water and add the warm cream. The temperatures of the cream and chocolate must be the same. Mix the chocolate with the nut paste. Put the mixture into a waxed-paper lined pan and set in a cool place. Cut in pieces when hard. Makes about one pound.

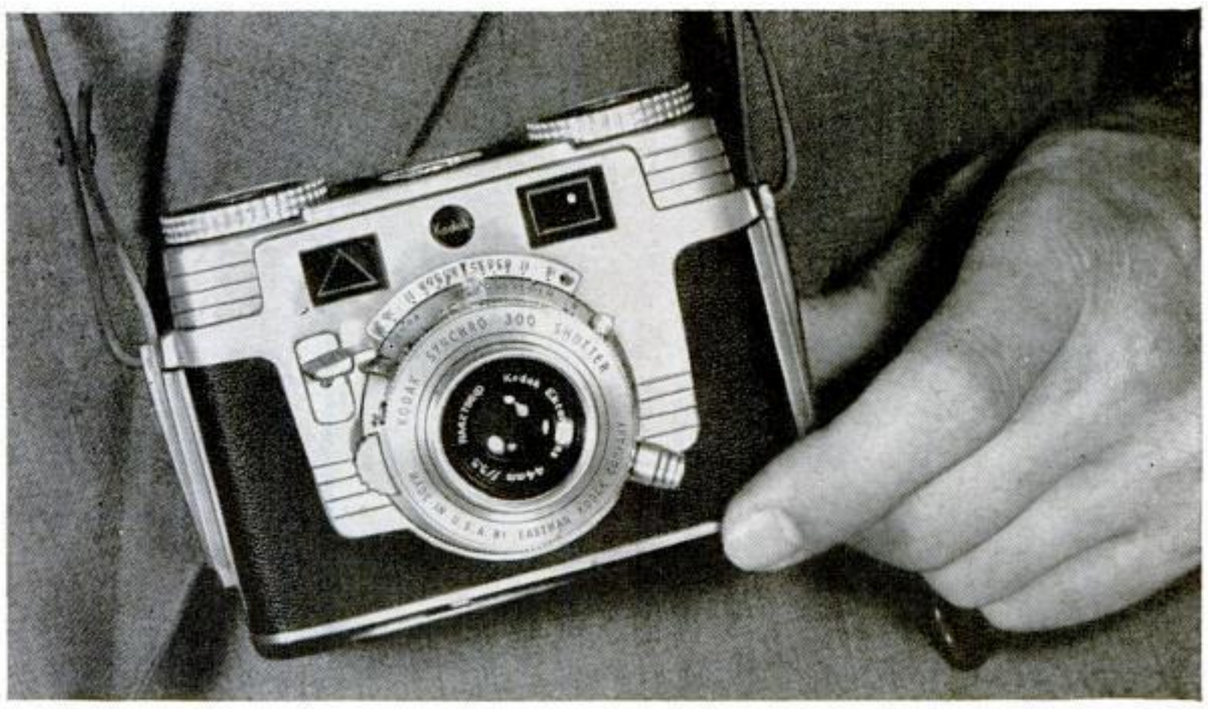
ALMOND BUTTER CRUNCH

1½ cups butter
2 cups sugar
1 cup unsalted almonds, sliced
¼ pound semi-sweet chocolate
grated nuts for sprinkle

Measure the butter and sugar into a heavy iron pan and cook slowly to 260° on a candy thermometer. Add the sliced almonds and continue cooking to 300°. Spread the mixture to cool in a buttered pan. Melt the chocolate over hot water and brush both sides of candy with it, sprinkling the grated nuts over the chocolate while it is still soft. Makes about two pounds.

CONTINUED ON NEXT PAGE

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Any camera is only as good as the pictures it makes. And the key to the finest pictures, particularly color, is lens quality. That's why the Signet *can challenge any camera in the world, regardless of price.*

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BECAUSE the *Signet's f*/3.5 lens is Kodak's finest — the *Ektar*. And *Ektar* Lenses are famous in professional photography for unsurpassed color purity and sharpness. With the *Signet,* you can get professional quality in your personal pictures.

★ **With push-button ease . . .**

BECAUSE, if you can use a box camera, you can use the *Signet*. You simply set lens, shutter, and distance indicators at three points marked in red. Then aim and push the button. Yet the *Signet* is an expert's camera, too—with range-finder focusing, 1/300 synchro shutter, automatic film stop, exposure counter, and guard against double exposures. Everything about the *Signet* spells good pictures with push-button ease.

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★ **At a sensible price . . .**

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The delightful thing about Sanka Coffee is this: Sanka is real coffee and wonderful coffee . . . but the caffein has been taken out. Now I sleep like a top. No more jittery nerves, either! Why don't *you* try Sanka Coffee? You may even like it better than the coffee you're drinking now."





Have you these symptoms? Nerves jumpy? Tire quickly? Short of breath? Blood pressure up? Can't sleep? These symptoms may come from the caffein in coffee. Switch to Sanka Coffee—97% caffein-free.

SANKA COFFEE

DELICIOUS IN INSTANT OR REGULAR FORM



Products of General Foods

CHOCOLATE WALNUT FUDGE

2 cups sugar
¾ cup milk
2 tablespoons corn syrup
2 squares baking chocolate
1 tablespoon butter
1 teaspoon vanilla
½ cup broken walnut meats

Blend the sugar, milk, corn syrup and chocolate in a saucepan. Place over a low heat and stir until the mixture boils. Cook to 238° on a candy thermometer, stirring occasionally. Remove the pan from heat and add the butter. Let the mixture cool until almost lukewarm. Add the vanilla and beat the mixture until thick and creamy. Just before spreading it out on a buttered plate, add walnut meats. Makes about one pound.

UNCOOKED CHOCOLATE FUDGE

4 squares chocolate
⅓ cup butter
1 egg
1 pound sifted confectioners' sugar
¼ cup sweetened condensed milk
1 teaspoon vanilla
1 cup nuts

This is an alternate for the cooked fudge recipe. Melt the chocolate and butter together over hot water. Combine egg, sugar and milk and mix well. Add the melted chocolate and butter. Stir well. Add the vanilla and nuts. Place in a buttered 8-by-8-by-2-inch pan and chill well in refrigerator. Cut into squares. Makes about one and a half pounds.

PEANUT BRITTLE

1½ cups sugar
1 cup light corn syrup
⅓ cup water
1 tablespoon butter
1½ cups salted peanuts
1 teaspoon baking soda
½ teaspoon vanilla

Measure the sugar, corn syrup and water into a 3-quart saucepan and stir until the sugar dissolves. Stir until the syrup boils, then put in a thermometer and boil mixture over a high heat until the thermometer registers 280°. Reduce the heat to low and add the butter, then the salted peanuts, stirring rapidly all the while. (If unsalted peanuts are used, add ½ teaspoon of salt.) Cook and stir for 2 or 3 minutes, then stir occasionally until temperature reaches 300°. Remove pan from the heat, add soda (which should be free from lumps) and stir until the mixture bubbles up. Add the vanilla, stir again and then pour onto two large cookie sheets. Spread out thinly with a spatula and when the edges are cool enough to handle pick them up and stretch the candy out as thinly as possible. As the candy cools, pull it loose from the pan and turn it over, stretching it again. This candy will get sticky unless kept in a tightly covered tin. Makes about one pound.

TAFFY

1¼ cups light molasses
¾ cup sugar
1 tablespoon vinegar
1 tablespoon butter
⅛ teaspoon soda
⅛ teaspoon salt

Blend the light molasses, sugar and vinegar. Place over a low heat and stir until the mixture boils. Cook to 270°, stirring occasionally. Remove the saucepan from the heat and add butter, soda and salt. Pour on a buttered platter. When the taffy is cool enough to touch, oil hands lightly with butter and pull until the taffy is a light golden color. Cut candy into pieces and wrap it in waxed paper. Makes about one pound.

LOLLIPOPS

2 cups sugar
½ cup light corn syrup
½ cup water
Flavoring and coloring

Blend the sugar, corn syrup and water in a saucepan. Cook without stirring to 300° on a candy thermometer. While stirring gently, add the desired flavoring and coloring. To make each lollipop, pour a small portion of the candy over the top halves of wooden sticks, which have been set out in rows in a buttered pan. When the candy is set, ease it up from the buttered pan to prevent sticking. Wrap in waxed paper. Makes about 1 pound.

SPIRALS

Use the same recipe as for lollipops. Pour small amounts of the candy on a buttered pan and as soon as it is cool enough to handle roll between hands into a thin rope, then wind around a greased wooden stick, or the handle of a wooden spoon. Remove carefully when cool. Makes about one pound.

CARAMEL APPLES ON A STICK

Use the caramel recipe on page 87

12 apples and 12 sticks
red coloring

Cook the caramel to 248° on a candy thermometer. Add the red coloring to the desired shade, stirring the mixture gently. Dip the apples in the caramel and twirl on stick until the covering is set. Put in the refrigerator to cool.

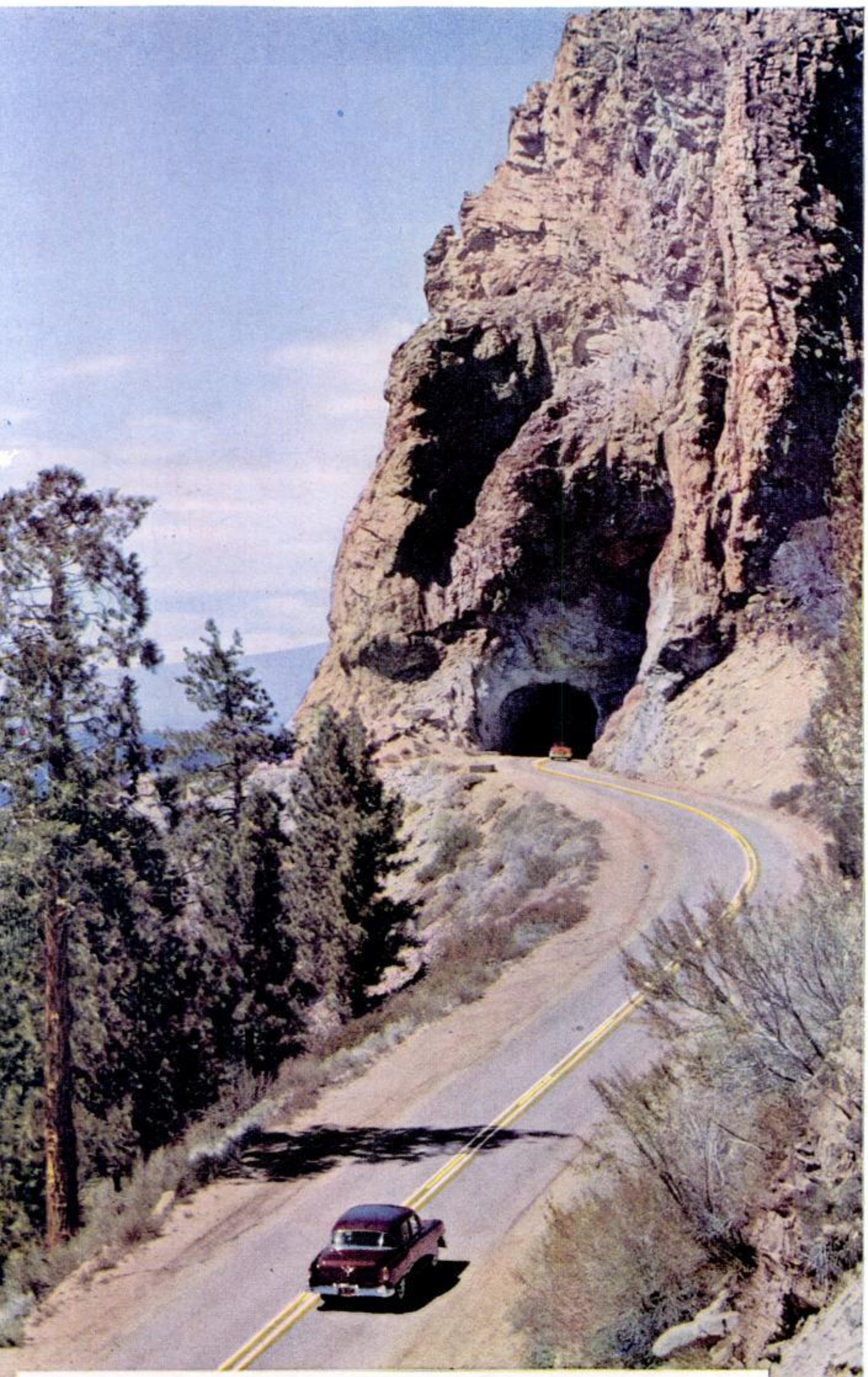
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PRACTICAL IMAGINATION AT WORK FOR YOU

CHRYSLER CORPORATION'S "deep-breathing V8"

NEWEST, MOST ADVANCED CAR ENGINE

Compact, low-friction engine inhales and utilizes air and fuel more efficiently . . .
gives you greater performance and safety, even on steepest mountain roads.



Practical imagination that brings you the good things first. *Chrysler Corporation pioneered, for quantity car production, the hemispherical combustion chamber engine. This deep-breathing, high efficiency engine has enough reserve power to handle with ease rugged terrain like that along the California coast's Route 50, pictured here.*

What's happened to automobile engine design?

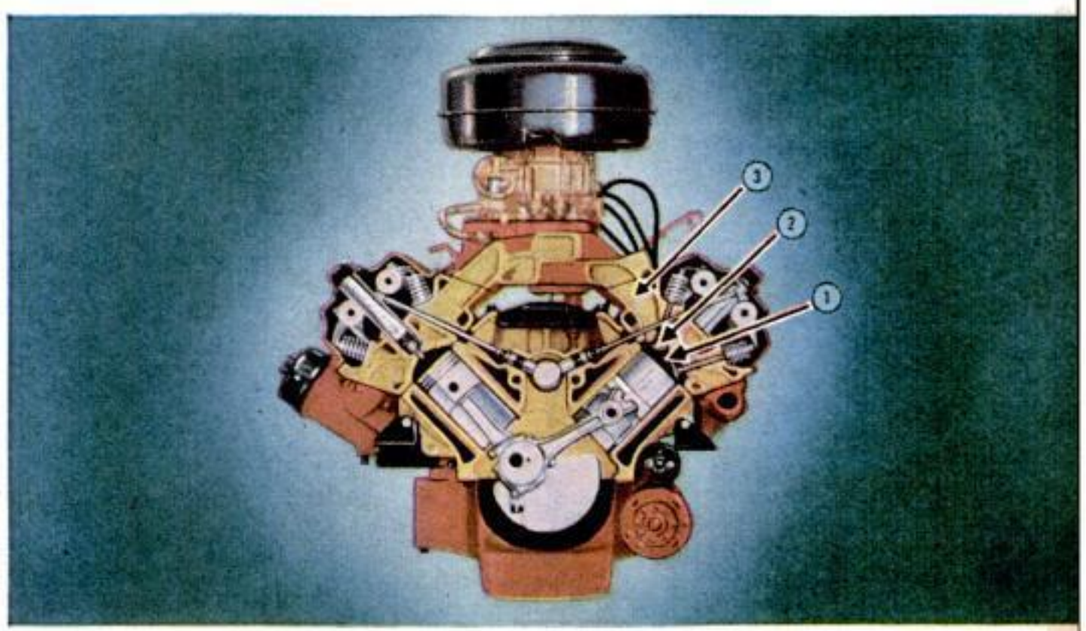
At Chrysler Corporation, something spectacular! America's most advanced car engine, the V8 hemispherical combustion chamber design, is already turning gasoline into power more cleanly, more efficiently, than any other power plant for passenger cars.

This extraordinary engine, which is now being enjoyed by Chrysler, De Soto and Dodge V8 owners, actually *breathes* deeper through the wider, straighter fuel passages. Valves are larger, open wider. Spark plugs fire directly above pistons. So efficient is performance that the engine doesn't "carbon-up" with resultant power loss and costly repair bills.

This design is so inherently "right" that, with minor modifications, its range can be extended enormously. For instance, one test version turns out 309 horsepower—without supercharging, without boosting compression, without superfuels!

Another version, with fuel injection and air intakes in place of carburetors, developed 404 horsepower, and has now gone beyond that.

Chrysler Corporation engineers, however, are not interested in power for power's sake. They *are* interested in the performance of your car *today*. And *tomorrow*. They engineer superb performance into Chrysler-built cars by putting power in proper balance with car weight. Result: you get spirited getaway, economy of operation, and enough reserve for safety in emergencies.



Cutaway view of Chrysler-built V8 engine showing (1) dome-shaped chamber, (2) bigger, high-lift valves, (3) wide fuel channel.

This is another example of how practical imagination puts *more value and worth* into Chrysler Corporation cars. To measure this worth, and to get the "feel" of this thrilling new engine, call a Chrysler, DeSoto or Dodge dealer for a demonstration . . . today!

Chrysler Corporation produces Plymouth, Dodge, De Soto, Chrysler & Imperial cars and Dodge Trucks, Chrysler Marine & Industrial Engines, Oilite Metal Powder Products, Mopar Parts and Accessories, Airtemp Heating, Air Conditioning, Refrigeration, and Cycleweld Cement Products.

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• You will enjoy Medallion Theatre—dramatic entertainment for the whole family on CBS-TV.

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You Can Make Any Drink Taste Better!

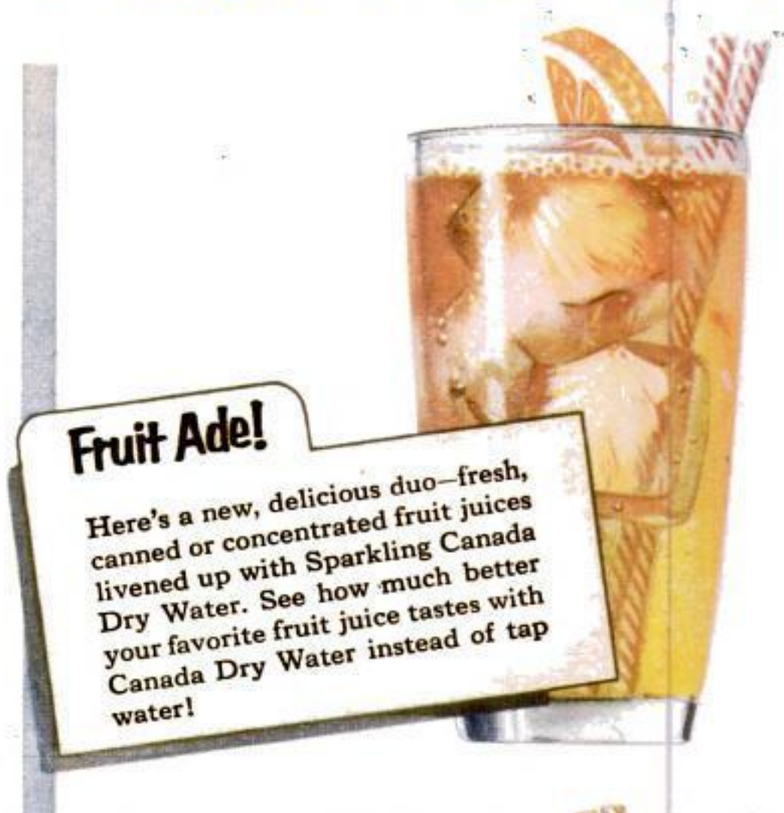
You can mix all these different drinks—and a lot more—with Sparkling Canada Dry Water. And you'll make them taste far better than they've ever tasted before!

The secret is *Blend-ability*. That's Canada Dry Water's exclusive ability to mix well with everything, to bring out the full flavor of every kind of drink. Mix your favorite drink with Canada Dry Water. Taste it. You'll never go back to any other club soda.



Whiskey and Soda!

What Canada Dry Water does for Scotch, Rye, Bourbon and Rum highballs is sheer inspiration . . . keeps them fresh-tasting and full-flavored from first sip to last drop!



Fruit Ade!

Here's a new, delicious duo—fresh, canned or concentrated fruit juices livened up with Sparkling Canada Dry Water. See how much better your favorite fruit juice tastes with Canada Dry Water instead of tap water!



Wine Cooler!

A mild, Continental favorite made with equal proportions of wine (or vermouth) and Sparkling Canada Dry Water with one or two ice cubes . . . fast becoming a popular drink of moderation in smart American homes.



Ice Cream Soda!

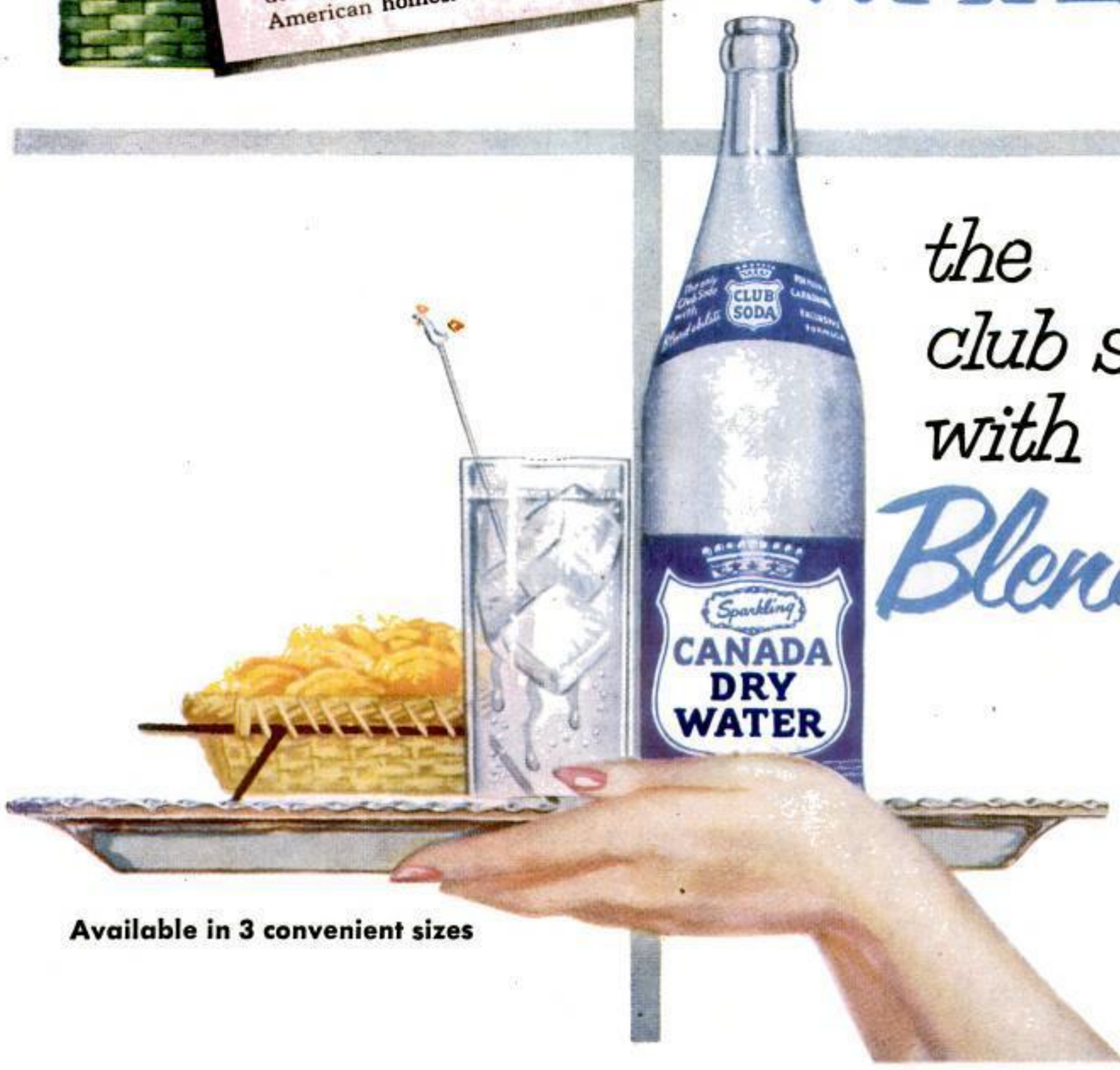
Now Junior can open up his own soda fountain! Just a big dipper of ice cream in a tall glass, 3 tablespoonfuls of flavor syrup, and fill with Sparkling Canada Dry Water. Stir . . . and you've got a *super soda!*

Sparkling

CANADA DRY WATER

the club soda with

Blend-ability





Available in 3 convenient sizes

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BRYANT THE BELTER



Punchy singer slugs off four pounds every night

"I've a powerful anesthesia in my fist, and a perfect wrist to give your neck a twist." This savage love song, called *Everything I've Got Belongs to You*, is being sung by Joyce Bryant (*right*), who in Tin Pan Alley is called a "belter" because she lams into a song like a boxer winding up for a knockout blow. Belter Bryant, who comes from a family of Seventh-day Adventists, sings popular songs with religious frenzy, loses four pounds nightly because she plugs so hard, and created such a sensation a few weeks ago in her debut at New York's Copacabana that she has just been booked for a tour of nightclubs in Las Vegas, Hollywood, San Francisco.

CONTINUED ON NEXT PAGE

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DOUBLE-RICH LATHER IN DOUBLE-QUICK TIME!



MENNEN
FOAM
SHAVE



QUICKER — CLOSER — SMOOTHER
PROVE IT YOURSELF!

Spurt — spread — and SHAVE! No lathering-up. No sticky hands. No razor-clogging cream. Foam Shave's miracle double-rich lather soaks whiskers instantly — wilts 'em so your razor can mow 'em away! You shave much closer — stay shaved much longer — and man, does your face feel good!



ONLY SHAVE BOMB WITH THE NEW LOCK-TITE "TRAVEL TOP"!

Nothing to break — no cap to mislay. One-piece "travel top" locks at a touch . . . never a fear of accidental spurts. Foam Shave is ideal for travel in every way! No soggy brush to pack. No hard water problems. You always get the smoothest, closest, quickest shave — any time, any place!



AT HER KNEES the Belter's dress is so tight that she can hardly perambulate, must walk with shuffling six-inch steps and be carried up and down stairs. But she has plenty of freedom above the waist to flail around violently.



AT HER HIPS the Belter is so tightly packed in coral pink silk that she can barely bend, cannot sit down at all. This pearl- and diamond-studded gown, one of 12 she has for her shows, cost $700 and includes seven underskirts.

CONTINUED ON PAGE 94

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If you like beer You'll Love Schlitz

No harsh bitterness . . .
Just the kiss of the hops

This dry and mellow beer . . . this beer of *matchless flavor* . . . is the world's largest seller.

Year after year more bottles and cans of Schlitz are bought—*millions more*—than of any other beer. This popularity is the result of the most conclusive taste test in beer history.



Schlitz is available in quart bottles, 12-oz. bottles and cans, and the 7-oz. bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.

ON TV EVERY WEEK—The popular "SCHLITZ PLAYHOUSE OF STARS." See your newspaper for time and station.

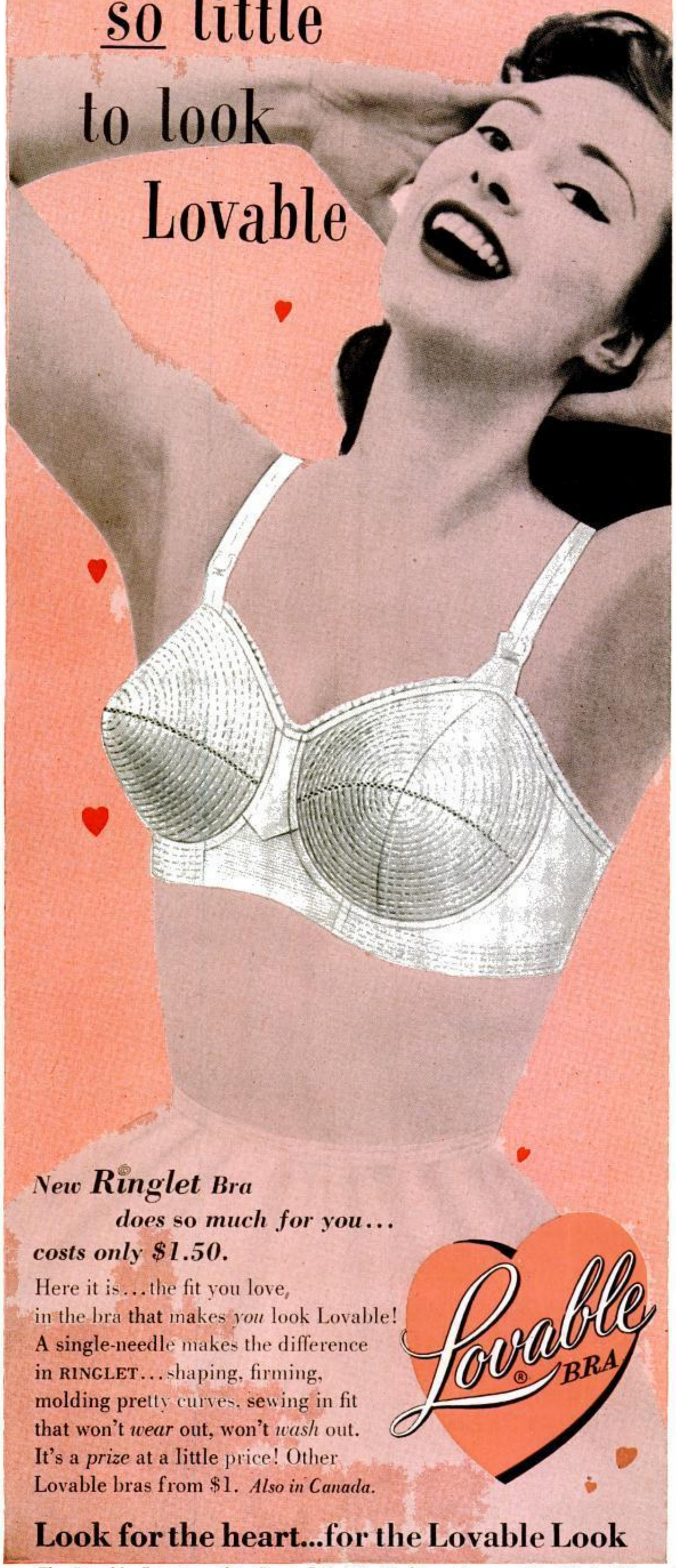
First in Sales

©1953—Jos. Schlitz Brewing Company, Milwaukee, Wis.
Breweries at Milwaukee, Wis. and Brooklyn, N. Y.

The Beer that Made Milwaukee Famous

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It costs
so little
to look
Lovable



New Ringlet Bra
does so much for you...
costs only $1.50.

Here it is...the fit you love,
in the bra that makes *you* look Lovable!
A single-needle makes the difference
in RINGLET...shaping, firming,
molding pretty curves, sewing in fit
that won't *wear* out, won't *wash* out.
It's a *prize* at a little price! Other
Lovable bras from $1. *Also in Canada.*

Lovable® BRA

Look for the heart...for the Lovable Look

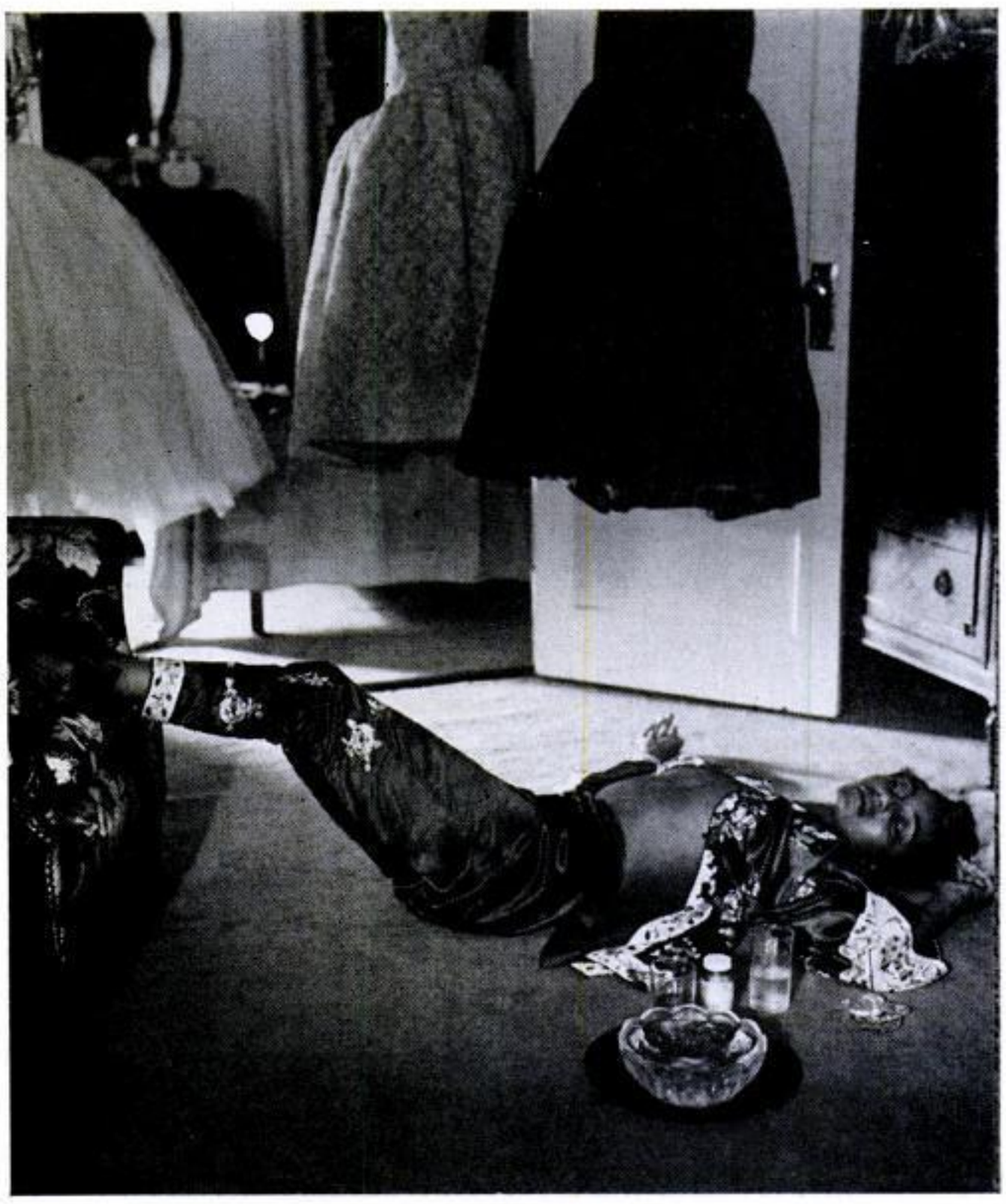
The Lovable Brassiere Co., Dept. L-9, 180 Madison Avenue, New York 16



BEFORE SINGING she gets into costume by lying on a couch and having dress hooked on around her. Then she is carefully upended like a window dummy to standing position. Dress gets such a workout it lasts for only 25 shows.

'SAME AS A LUMBERJACK'

While working in a nightclub the Belter drinks three glasses of cream a day, takes iron pills and vitamin injections. Says she, "My doctor tells me I burn up 5,000 calories a night, same as a lumberjack. I'm really two people. Off stage, the boys are disappointed how normal I am. But when I'm singing *Love for Sale* and get to 'Follow me and climb the stairs,' sometimes the boys come right onto the floor after me."



AFTER SINGING she relaxes for two hours beside bowl of ice cubes, salt tablets, soda water. At times like this she says, "I wish I was married. Everyone I meet is too old, or a kid with a crush. The first good one I find I'll grab."

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THIS PEN BURPS

before it drinks... but never afterwards!

A pen, like a baby, must be "burped" before it can be filled *full*. EVERSHARP's new VENTURA, with air jet exhaust, does just that—automatically. Holds up to 40% more ink.

Here's the greatest back-to-school pen ever offered! Write with it! Give it every test! For performance, beauty, balance, economy. Air Jet Exhaust "burps" away any possible air-lock. Team this with Circulatory Feed and Jet-O-Matic Filler and you have features found in no other pen—at *any* price! See it today!



NEW

EVERSHARP Ventura

$5.00 FOR THE PEN
All Fed. Taxes Incl.

COMPLETE SET
... with matching Repeater Pencil—gift packaged—only $8.75

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The walls of the juice sacs and segments, as well as the juice of the orange, are remarkably rich in health factors.

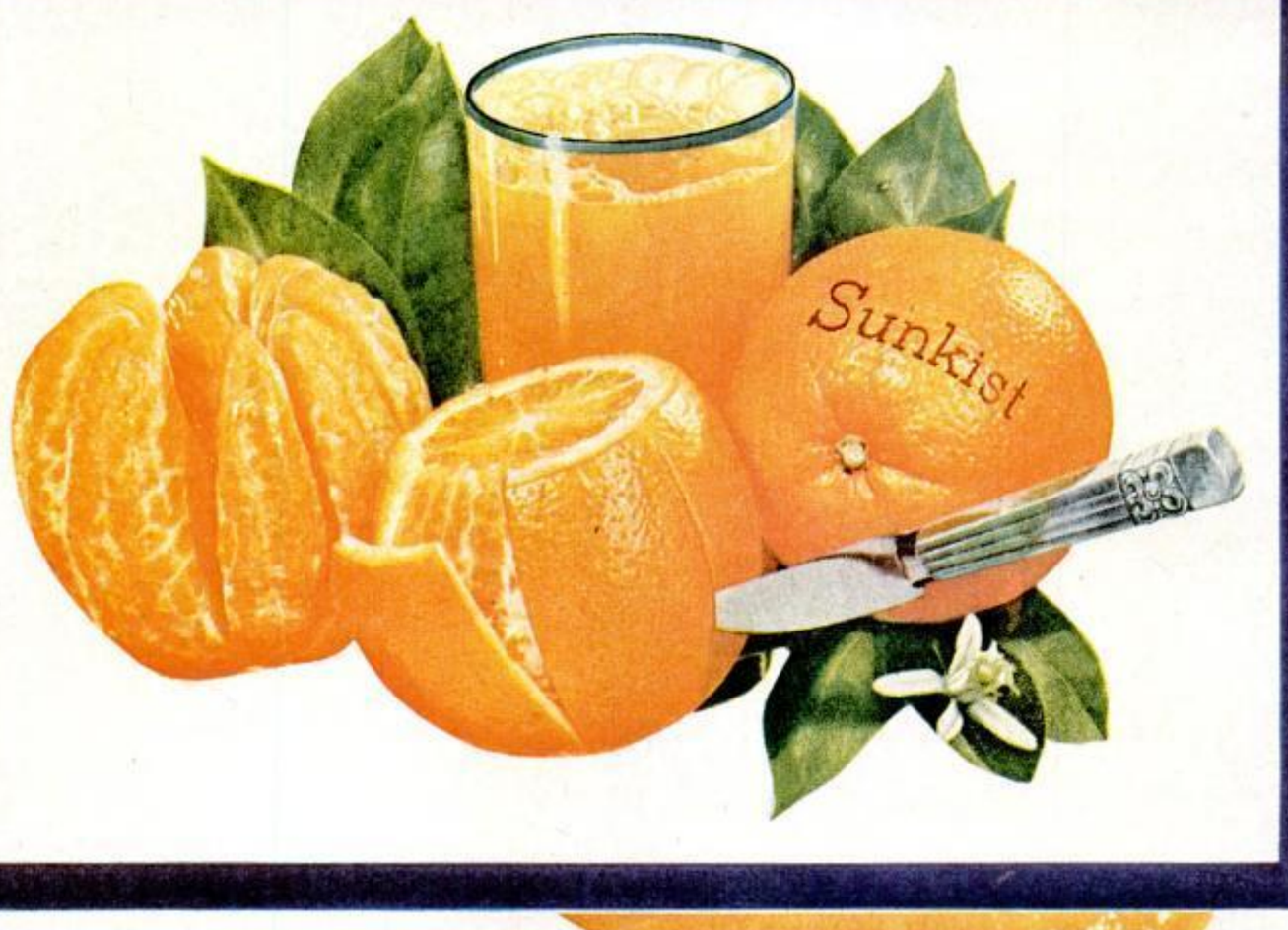
What scientists have found in

The "meat" of fresh oranges

The *juice* of oranges is famous for vitamin C and other essentials. But the PROTOPECTINS and 3 other remarkable health factors in oranges are supplied largely by the "meat" of the fruit . . . important new reasons to EAT oranges daily.

HEALTH FACTORS FOUND IN THE "MEAT" OF FRESH ORANGES (in walls of the segments and juice sacs)	
PROTOPECTINS	Help prevent many digestive ills and upsets in both adults and children. Aid regularity. Improve digestion, so you get more good from the food you eat.
INOSITOL (of the B vitamins)	One of the lipotropic substances credited with protecting the liver from harmful fatty deposits. Similar deposits are associated with hardening of the arteries and other degenerative diseases.
BIOFLAVONOIDS	Research indicates the bioflavonoids strengthen the tiny blood vessels of the body—help them keep elastic and youthful in their function.
PRO-VITAMIN A	Pro-vitamin A is changed in the body to vitamin A, which is necessary for children's growth and important for normal vision and healthy skin.

The peeled whole orange contains 10 times as much protopectin and bioflavonoids, 3 to 6 times as much pro-vitamin A, and up to twice as much inositol as the strained juice alone. These extra health values make an important contribution to a well-balanced diet—the foundation of good health.



To peel an orange—*Score skin in sixths. Strip off as shown, leaving the white material that clings naturally.*

Eat an orange a day, nutritionists now advise—get *all* its health values

Orange juice is a wise and delightful health habit. But nutritionists now point out that when the fruit is eaten whole, all the vitamin C is obtained and the other factors as well.

Among the eating fruits you give your family, don't fail to include fresh oranges. See that each member of the family eats at least one orange a day.

Keep a bowlful of Sunkist Oranges handy for snack-time and bedtime eating. Include one in every lunch box. Sunkist Oranges are tree-fresh, hand-selected, the finest grown anywhere in the world.

CALIFORNIA-ARIZONA VALENCIA ORANGES

Sunkist®

BEST FOR EATING—BEST FOR JUICE!

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BRAVE BEEKEEPER

Captive queen helps him grow a perilous beard

As brave as he is bare, Raymond Presnell, an Appalachian Mountain beekeeper, is here establishing himself as a daredevil in his own profession. To handle their charges, most beekeepers cover their faces with nets, their hands with gloves, tuck in their pants cuffs and use a smoke machine which causes bees to load up with honey and relax their quick tempers. Presnell, however, recently appeared before a meeting of the North Carolina Beekeepers' Association to show his faith in the old adage that bees will sting only the man who is nervous in their presence. Stripped to the waist and using only a captive queen as bait, Presnell calmly demonstrated the unusual and hair-raising art apiarists know as "growing a bee beard."



BEARD IS BORN when Presnell calmly shakes the bees into box. Other beekeepers warily wait for him to raise box to level of queen trapped in small box attached to his neck.

GROWING FAST, bee beard creeps down to his shoulders as the insects smell the queen. Fairly comfortable, Presnell is having some trouble with bees getting in his eyes.

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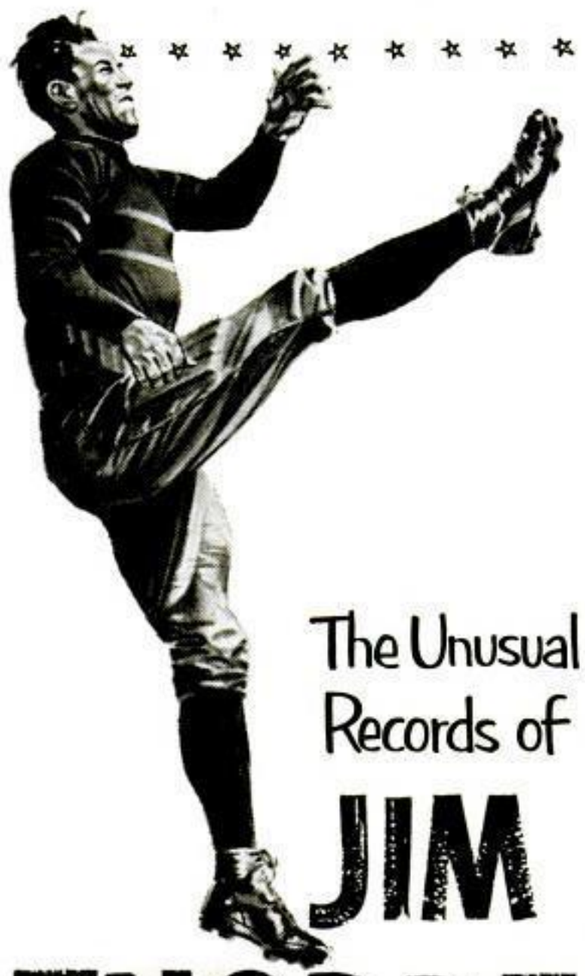
FULL-BLOWN BEARD drapes the beekeeper luxuriantly from the eyes to below his knees. Presnell's swarming facial adornment, which contains 10,000 or more active insects, was grown at the cost of only seven stings.



Grantland Rice's

ALL TIME

ALL STARS of SPORT



The Unusual Records of

JIM THORPE

Possibly the greatest all-round athlete in American sports history, Jim Thorpe, starred as brilliantly in football as in track or baseball. Playing for the Carlisle Indians in 1908, 1911 and 1912, he was a fast, crashing ball carrier and a bruising tackler. Selected All-American in 1911 and 1912, he racked up 198 points in a single season (1912) — a record exceeded only once in modern football.

And here's another unusual record: the companies that buy for performance . . . the companies that buy for consistent quality, select Atlantic Business Papers time after time. 8 of America's largest tobacco companies, 15 of the largest banks in Eastern United States use Atlantic Bond for crisper, better-looking letterheads or office forms. Join the best companies in America—specify *Atlantic* Bond.

EASTERN CORPORATION, BANGOR, MAINE

MAKERS OF

ATLANTIC BOND

Business PAPERS

—For a handsome illustrated guide to the "Famous All-Time All-Star Backs", attractively printed and suitable for framing, ask your printer or write on your letterhead to the Eastern Corp., Bangor, Me.

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Evening Star

For those who take a personal satisfaction in choosing only the finest in all things, the highlight of twilight is a drink made with Kentucky Tavern. "The Aristocrat of Bonds" has been a part of their satisfactory world for generations.

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NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

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New Built-In French Fryer Gives Y

Hotpoint



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ou The Skill Of A Fine Chef!

Electric Range

First With Every Modern Cooking Aid — Including New Super-Fast French Fryer That Assures You Of Crisper Fried Chicken, Tastier French Fries, Lighter, More Digestible Doughnuts And Other French-Fried Treats!



NOW you can serve *perfect* French-fried foods every time . . . actually match that gloriously even, golden crispness only fine chefs, with special *professional-type* fryers, have been able to achieve up to now!

Yes, you can equal their skill any time you wish with this new, super-modern Hotpoint Electric Range. Because, among its many advanced features, is a *built-in professional French Fryer!* The same kind famous restaurants use, this remarkable new automatic Hotpoint Golden Fryer is so *fast* and *hot* that it seals *in* flavors, seals *out* fat—to give you the crispest, most delicious fried chicken, French fries, doughnuts and other treats you have ever turned out!

And what about baking, broiling and all your other cooking? Just *press a button* and you get the exact heat you need for recipe-perfect results in everything you cook!



Hotpoint, being the *pioneer and world's largest maker of electric ranges,* can naturally offer you more convenience features, more value per dollar. So, before you buy, be sure to see the complete line of new Hotpoint Ranges* — as low as $189.95 (suggested retail price). Easy terms, if desired. Hotpoint Co. (A Division of General Electric Company), Chicago 44, Illinois.

Dealers are listed in most classified directories.

Guaranteed by Good Housekeeping



TV and Radio's Famous Nelson Family
left to right—Ozzie, Ricky, David and Harriet

TUNE IN!—Both TV And Radio

The Adventures Of

OZZIE and HARRIET

Every Friday—ABC Networks

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Automatic Washers • Clothes Dryers • Rotary Ironers • Cabinets • Dehumidifiers

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Rich, Tender and Triumphant . . . Pillsbury (the leading cake mix) puts the choice, wholesome, country-fresh eggs right in the mix for you. Milk is all you add to make a big, fresh, moist, beautiful cake like this.



Complete—Milk is all you add

All the good rich things it takes to make a quality cake are right in the package (except milk). Finest cake flour sifted more than 40 times, special shortenings, special granulated sugar, superb ingredients right down the line, including choice, wholesome, country eggs. No flavorings, no extras of any kind required. These are complete mixes.

Fresh, moist and beautiful, made from Pillsbury, the complete cake mix, bought by more women than any other brand—by far!

Pillsbury Cake Mixes

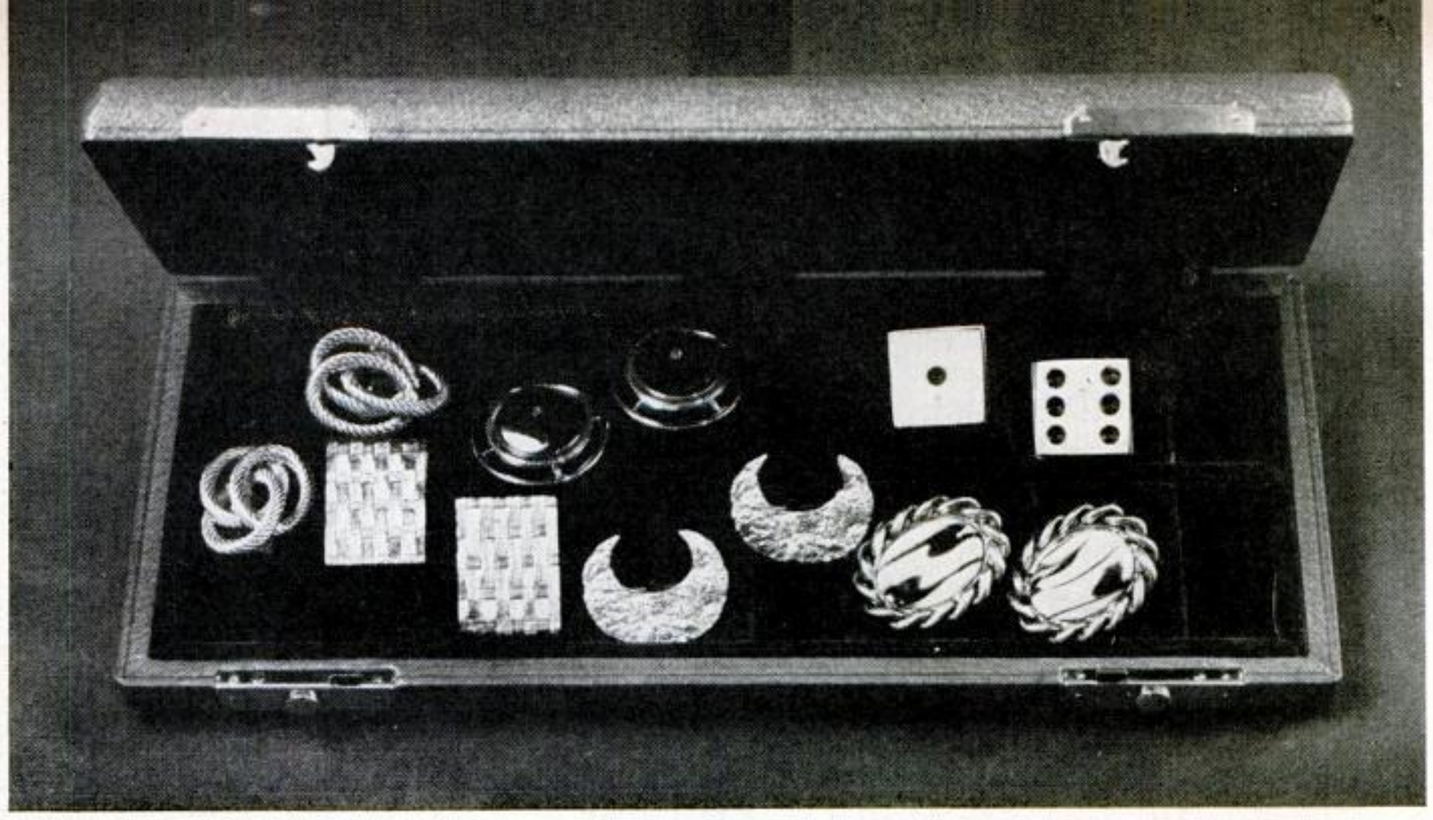
WHITE · CHOCOLATE FUDGE · GOLDEN YELLOW

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Cuffs Double Up

SHIRTS FOR WOMEN SPROUT FLASHY LINKS

Women's shirtmakers have filched from male haberdashery the button-down collar, bow tie and starched bosom. But most of them have kept their hands off French cuffs, a turned-back, double style worn with cuff links instead of buttons which gives men one of their few chances to sport jewelry. This fall French cuffs, usually a custom-made refinement, are becoming a staple in mass-produced women's shirts (*below*). Shown with them are some of the splashiest cuff links seen since Jim Brady's two-inch-long diamond railroad cars. They include antique buttons, heavy modern designs and a slide-on linked cuff bracelet (*next page*).



LARGE LINKS range from $4 to $200 a pair. The designs include gold rope coils; dice, half-moons and zebra-striped stones.

WRIST TRIMS for shirt cuffs (Ship 'n' Shore, $4) are domes (Clyde, $5), rope (Bobley, $6), blue stones (Petit Musée, $15).



CONTINUED ON NEXT PAGE

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Experts do:



why not keep your dog frisky with FRISKIES

Friskies is a perfect ration, not only for Poodles and Dobermans but for all breeds and sizes.



MEAL AND CUBES IN
2, 5, 10, 25 and 50 lb. SIZES

9 out of 10 dog experts feed a dry-type food like FRISKIES

A COMPLETE FOOD! Friskies Cubes, a scientifically balanced formula, contain every food element dogs are known to need—in crunchy, bite-sized morsels that exercise teeth and gums. Easy to feed—nothing to add—not even water!

VARIETY AT EVERY MEAL...with 19 separate ingredients, chief of which is meat meal and bone meal. Dogs love Friskies "meaty" taste!

NO "EXTRAS" TO BUY! 2 lbs. of Friskies contain as much *protein* as 3 lbs. of beef or 6 qts. of milk, as much *iron* as 3 lbs. of liver, as much *minerals* as 3 doz. eggs.

TESTED AND PROVEN for 21 years... with dogs of all sizes and types at the Friskies Research Kennels on the famous Carnation Milk Farm.

COST HALF AS MUCH TO FEED as canned dog food! 2 lbs. of Friskies Cubes contain as much moisture-free food as in 6 one-pound cans of the average dog food! Treat *your* dog to Friskies!

A frisky dog is a healthy dog ...keep your dog frisky with

Friskies

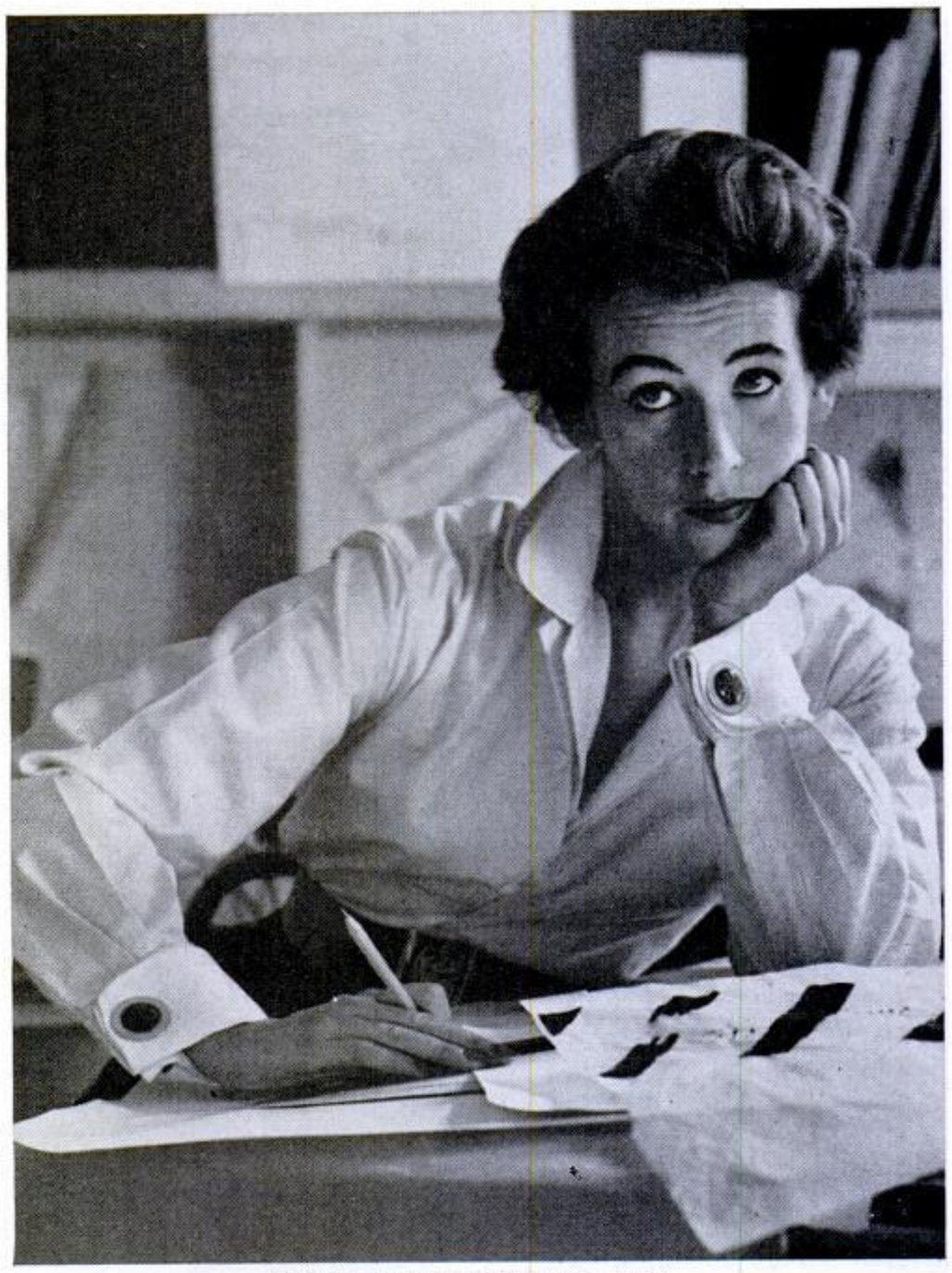


FRISKIES MEAL is the same famous formula as Friskies Cubes—19 ingredients carefully selected and blended into a true-type meal. When mixed with water it has a tempting texture and delicious "meaty" smell and taste dogs love!

Albers Milling Company Div. of Carnation Company, Los Angeles 36, Calif.



SLIDE-ON STYLE to wear with sweaters is stiff bracelet cuffs (Robbins, $10) with jeweled links. These are throwback to stiff, starched cuffs used on men's shirts in Victorian era.



DOUBLE SHIRTS in pink and white (Bonwit Teller, $5 each) are worn one on top of the other, with four layers of cuff linked by 18th Century French cloisonné buttons (Clyde, $30).

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NEWS!

Accent Your Grosgrain Corduroy Sport Coats with ODD and BOLD VESTS by McGREGOR



Authentic Tartan *gives this flannel Highland Vest a bold but dignified color. 10.00. Grosgrain coat and slacks are new Tibet Brown.*



Brocaded Satin *shawl collar, makes the Downing Street a most elegant vest. 13.95. Evergreen Grosgrain coat, mid-grey Balmoral slacks.*



Suede leather *of the Saville Vest is soft, supple, and stain-resistant. 16.95. Smart with Maroon Grosgrain coat, grey flannel slacks.*



Odd and bold effect *on corduroy has men buzzing about the Red Hornet. 10.00. Blue Coal coat and imported Balmoral slacks.*



Grosgrain Corduroy *gives this vest a new direction—horizontal ribs in "blonde" pastels. 8.95. Spice shade coat, Cashmere Tan slacks.*



Traditional repp *gives the Croydon a smart, university look. 10.00. Navy Grosgrain coat, and grey imported Balmoral slacks are classics!*



Golden Gate Grosgrain Corduroy Coat *with horizontal rib!* New narrower lapels, soft natural shoulders. Lined lounge model with center vent. **22.95.**
Scot Gabardine Sportshirt—on all 7 men—is tailored in 16 shades with bone-stay collar. Won't fade or shrink out of fit. **5.95.**

Balmoral Flannel, imported from Huddersfield, England, has gone into these fine, pure wool slacks. They're Hugger models—need no belt. Color of the season is Tibet Brown, a new brown mellowed by Cashmere Tan. Also in mid-tan, light, medium and charcoal greys, and Blue Coal. **19.95.**

Imported English wool Tattersall *makes Epsom Downs a favorite at any age. 13.95. Tattersalls in other fabrics from 10.00. Charcoal Grosgrain coat, imported Balmoral slacks.*

McGREGOR*

Sportswear

made in U.S.A.

Ask for McGregor's Special All-Occasion Card and Gift-Velope



ALSO AVAILABLE IN BOYS' SIZES AT BETTER STORES EVERYWHERE

OR WRITE MCGREGOR SPORTSWEAR, DAVID D. DONIGER & CO., INC., 303 5TH AVE., N. Y. 16, N. Y. *TRADE MARK, MADE IN U. S. A.

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DANIEL WEBSTER VISITS JAMES CROW'S DISTILLERY

The great orator unhesitatingly pronounced his friend Crow's Kentucky whiskey

"the finest in the world"

OLD CROW

Kentucky Straight Bourbon Whiskey

Distiller James Crow was rightly proud of the praise of such men as Daniel Webster and Henry Clay. You, too, will agree with these distinguished statesmen once you taste Old Crow — now available in a milder 86 Proof as well as in the traditional 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"





LIGHTER, MILDER 86 PROOF

BOTTLED IN BOND 100 PROOF

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

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An Historic Announcement about Old Crow

"The Greatest Name in Bourbon"

To meet the demand for a lighter, milder prestige bourbon, the world-famous Old Crow Distillery now offers an 86 Proof bottling of Old Crow, lower in price, as a companion to the traditional 100 Proof Bottled in Bond

As you know, there are hundreds of whiskey brands in America. Yet you can count almost on the fingers of one hand those few select brands that have won for themselves so unique an acceptance that their prestige equals that of the products of *any* American industry.

Such a brand, of course, is Old Crow, "the greatest name in bourbon."

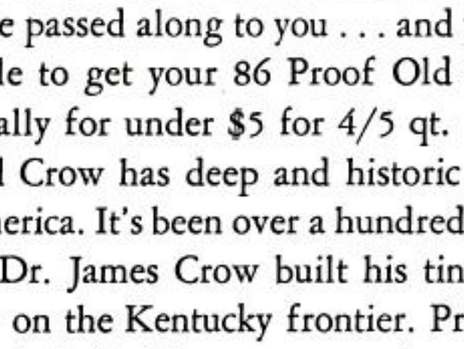


2½ gallons a day was Crow's original production

Today, to meet the growing demand for a fine bourbon that is lighter and milder than the world famous 100 Proof Bottled in Bond, the time-honored Old Crow distillery now offers a bottling of celebrated Old Crow at 86 Proof. (Available now in addition to the regular 100 Proof Bonded bottling.)

This means that if you are among those who prefer their bourbon lighter in taste, you can now enjoy the famous brand that was favored by Mark Twain and Henry Clay — and described by Daniel Webster as *"the finest in the world."* You can enjoy it at a reasonable price, too. For the resultant savings in taxes and other costs will be passed along to you . . . and you'll be able to get your 86 Proof Old Crow generally for under $5 for 4/5 qt.

Old Crow has deep and historic roots in America. It's been over a hundred years since Dr. James Crow built his tiny distillery on the Kentucky frontier. Prior to his arrival, distilling was a crude process done after the manner of the old mammy's formula for bread-making by taking "a passel" of meal, "a passel" of malt, about "so much" water, b'iled down until it was done. Dr. Crow, a graduate of the College of Medicine and Surgery in Edinburgh,



James Crow ships a barrel of his whiskey to Henry Clay

Scotland, revolutionized this process by introducing scientific methods. He experimented and studied until he at last reached the nice proportions that were destined to bring world renown to the whiskey that bore his name.

Today this same distinctive Old Crow taste can be shared alike by you who prefer the traditional 100 Proof Bottled in Bond (ask your dealer for the Bond) and by you who have been wanting so fine a bourbon, but milder in taste (ask your dealer for the 86 Proof).

★ ★ ★

NOW—TWO GREAT BOTTLINGS!

86 PROOF
Kentucky Straight Bourbon Whiskey

Celebrated Old Crow — lighter, milder and lower-priced than the 100 Proof Bottled in Bond

★ ★ ★

BOTTLED IN BOND
100 PROOF
Kentucky Straight Bourbon Whiskey



The most famous of bonded bourbons available as usual

★ ★ ★

The introduction of this 86 Proof bottling will enable many thousands more to join the ranks of celebrated Americans and lovers of fine bourbon everywhere who agree that Old Crow is the finest Kentucky whiskey ever put into glass.

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

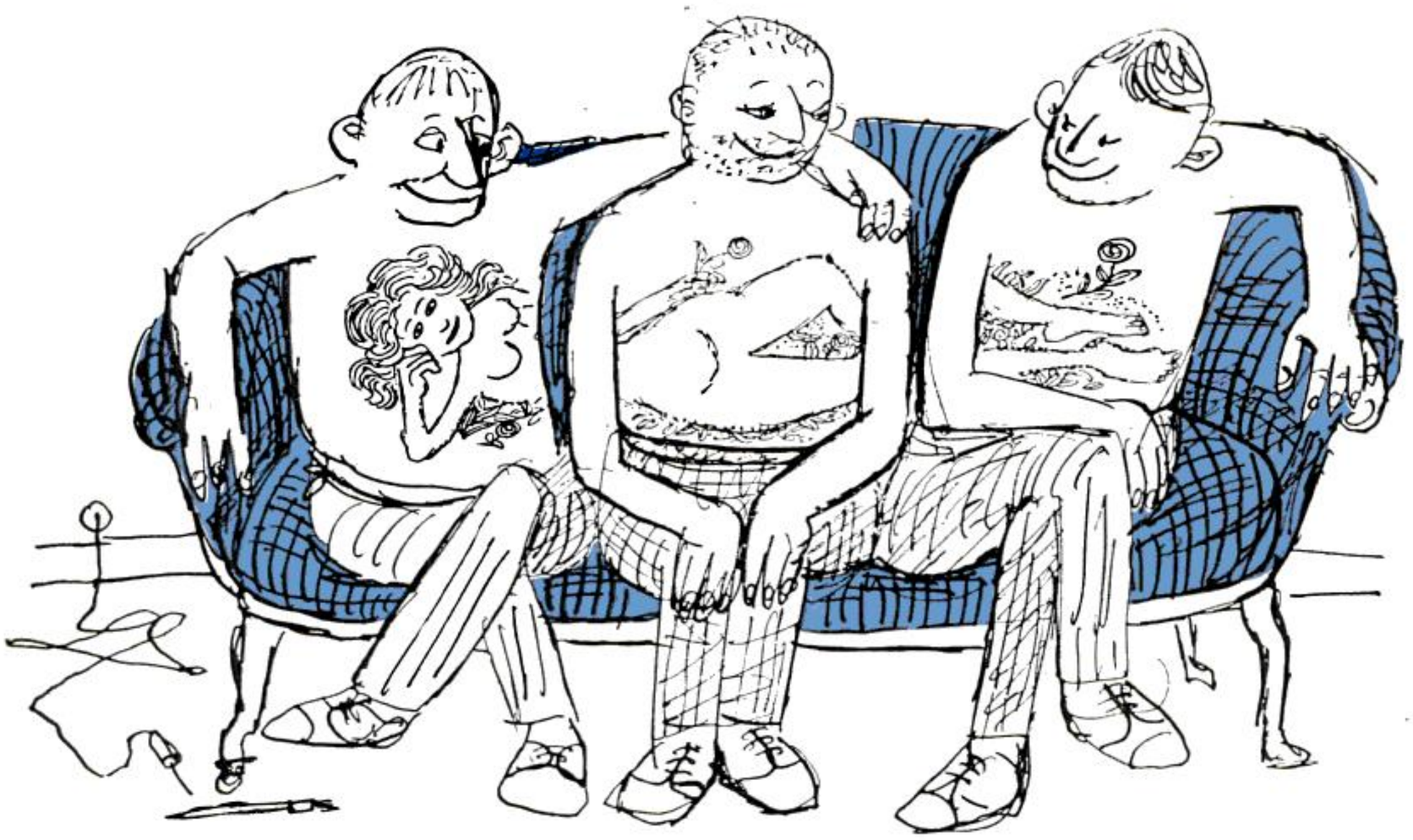
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FALL "LEISUALS"—smart casual styling for your carefree hours. You'll be *right in style* and two feet deep in comfort in these easy-going "Leisuals" that combine Jarman's smart styling and famous "friendliness of fit."

Left: No. 2022. Center: No. 2780. Right: No. 2030—Available at Jarman dealers—$9.95 to $16.95 most styles—JARMAN SHOE COMPANY, Nashville, Tenn., Div. of General Shoe Corp.

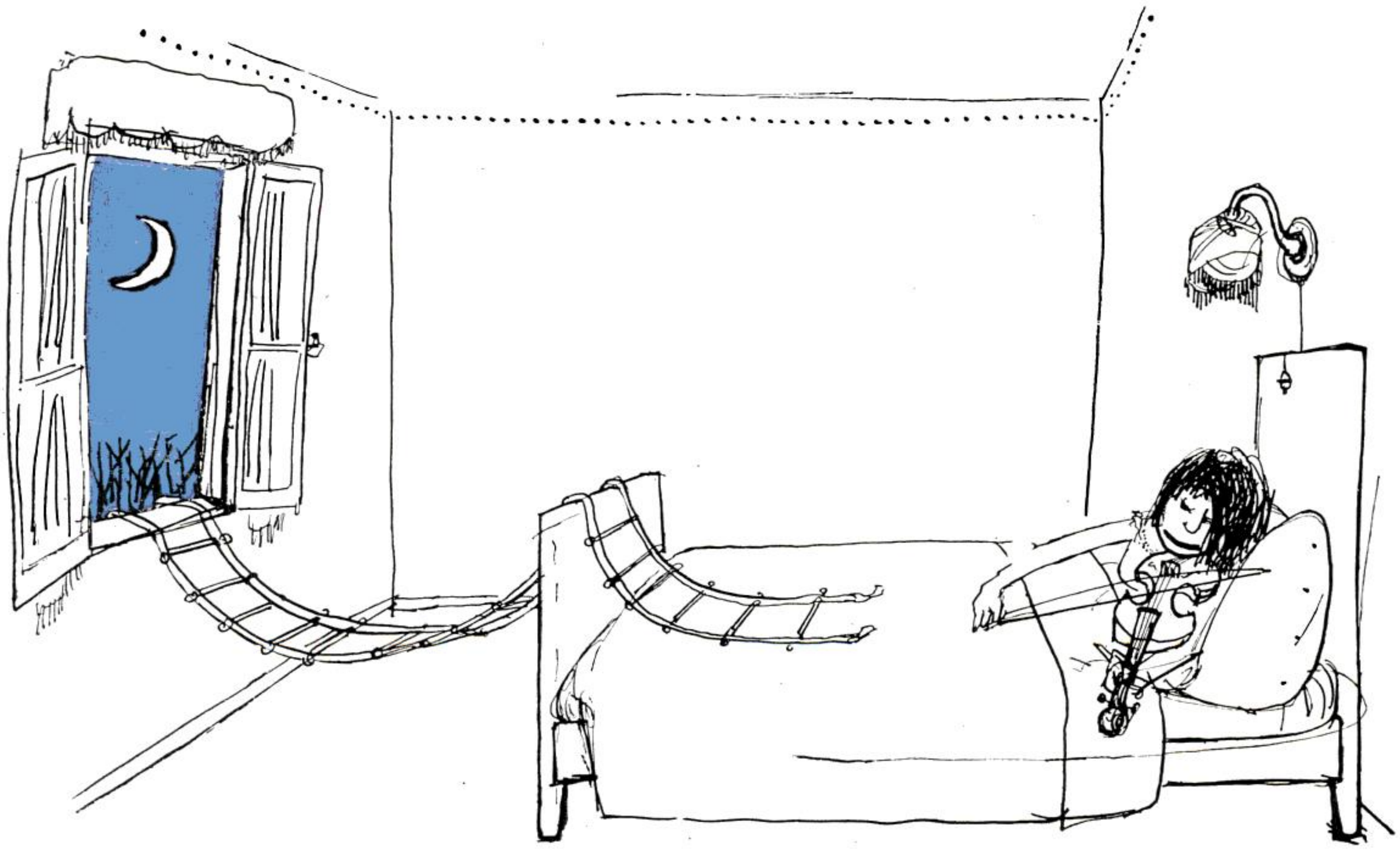
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A Wacky Wordless World

ODD IDEAS OF A CONTINENTAL CARTOONIST POP OUT OF NEW BOOK

André François is a Romanian who lives just outside of Paris and does a large number of cartoons for the British magazines. The complications of language mean nothing to François who seldom puts a caption on his pictures. His simple, squiggly drawings need no words and his characters need no explaining—whether they are sailors bound together in a mutual tattoo or an artist's model who wards off chill by exposing only the bit of epidermis actually being painted. Widely popular both in England and on the Continent, François is now being shown to Americans in a new book, *The Tattooed Sailor* (Alfred A. Knopf, $2.95).



CONTINUED ON NEXT PAGE

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TO IT ALL...

the 'at ease' feeling of Jockey T-Shirt



WITH THE NYLON-CONTENT COLLAR THAT KEEPS ITS SHAPE!

You're comfortable, relaxed, at ease, thanks to the perfect fit of Jockey T-shirt worn beneath your favorite casual outfit.

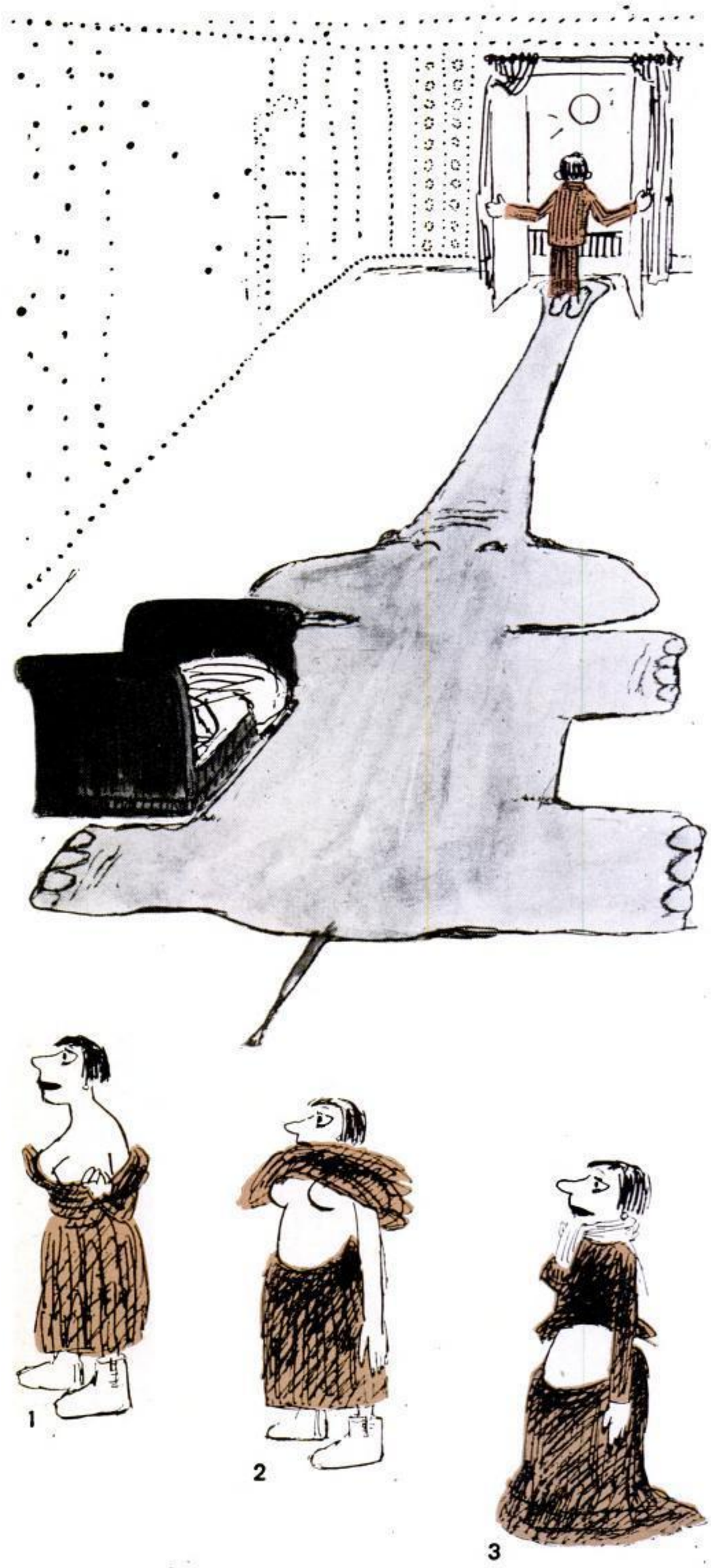
It's planned to give you more for your money. Jockey's nylon-content collar keeps its shape through washing after washing! Its fine cotton fabric stays soft and flexible, keeps its trim, smooth fit! Its shoulder and neck seams are taped for longer, better wear! And Jockey's longer length helps it stay in place!

Undershirt or outershirt, next time buy a supply of Jockey T-shirts...and make sure the label says "Jockey". You'll find them comfortable, practical, economical.

Jockey® BRAND

underwear made only by Coopers®

All the world wears Jockey!
Cooper's, Incorporated—Kenosha, Wis. Licensees and registered users: Canada: J. R. Moodie Company, Limited; Australia: Speedo Knitting Mills; British Isles: Lyle & Scott; New Zealand: Lane, Walker, Rudkin; Switzerland: Vollmoeller; France: Verdier; Colombia: Textiles, Ego; Italy: Sacit; Denmark: Taco; So. Africa: Ninian & Lester; Germany: Volma.



TOP CARTOON © PUNCH

CONTINUED ON PAGE 113

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how to make a good breakfast quickly



ideas from Betty Crocker

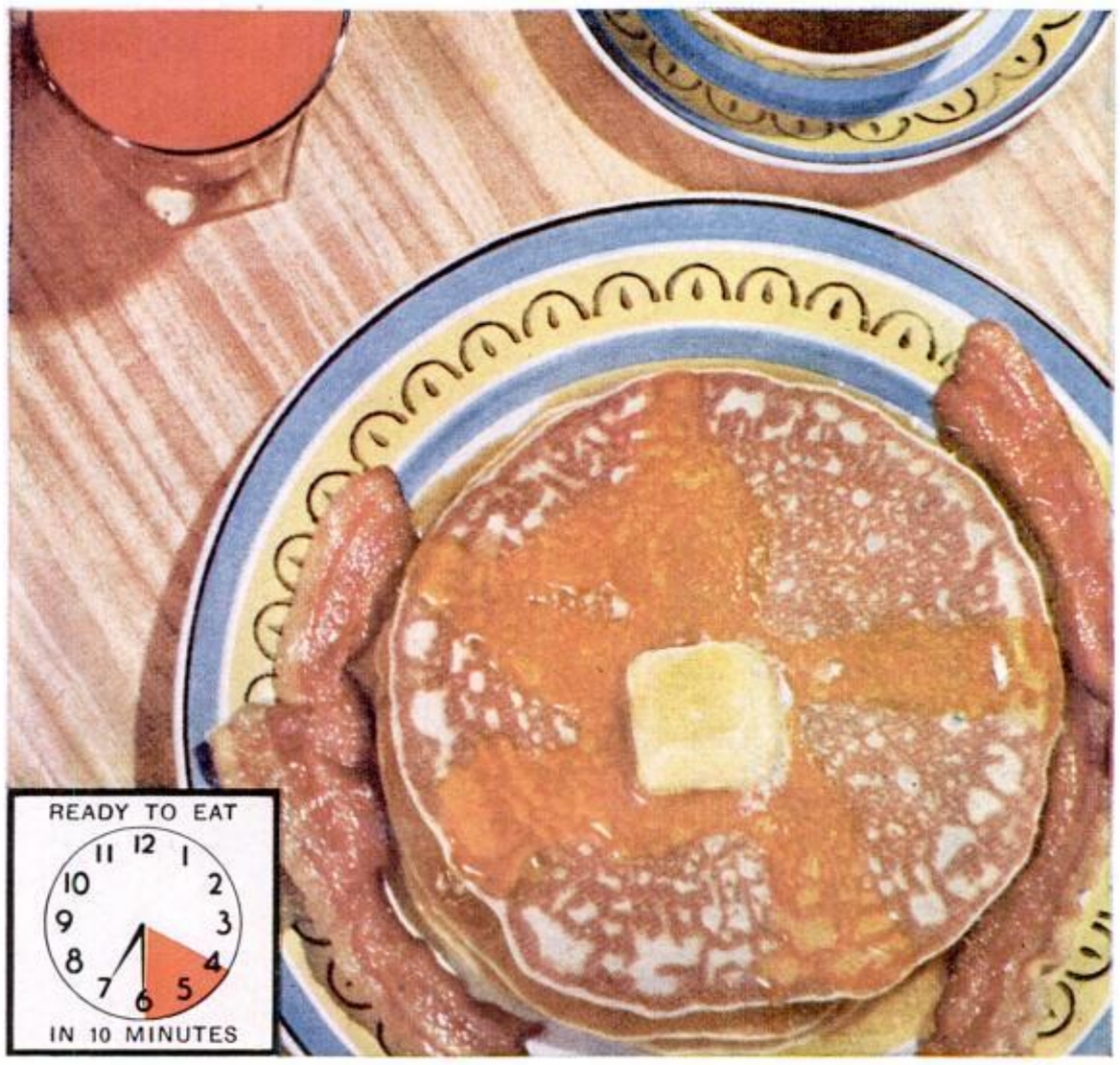
If you're like me, you love to see your family dig into a really *good* breakfast. Enough to carry them right through to lunch. And one they'll take the time to eat, and enjoy. Like these in the pictures.

The best thing is—you don't have to get up a minute earlier to make them. Use the wonderful modern time-savers. The ready-to-eat cereals. The prepared mixes. Then do a little planning the night before—and I promise you, *good* breakfasts are quicker than quick to get ready in the morning.



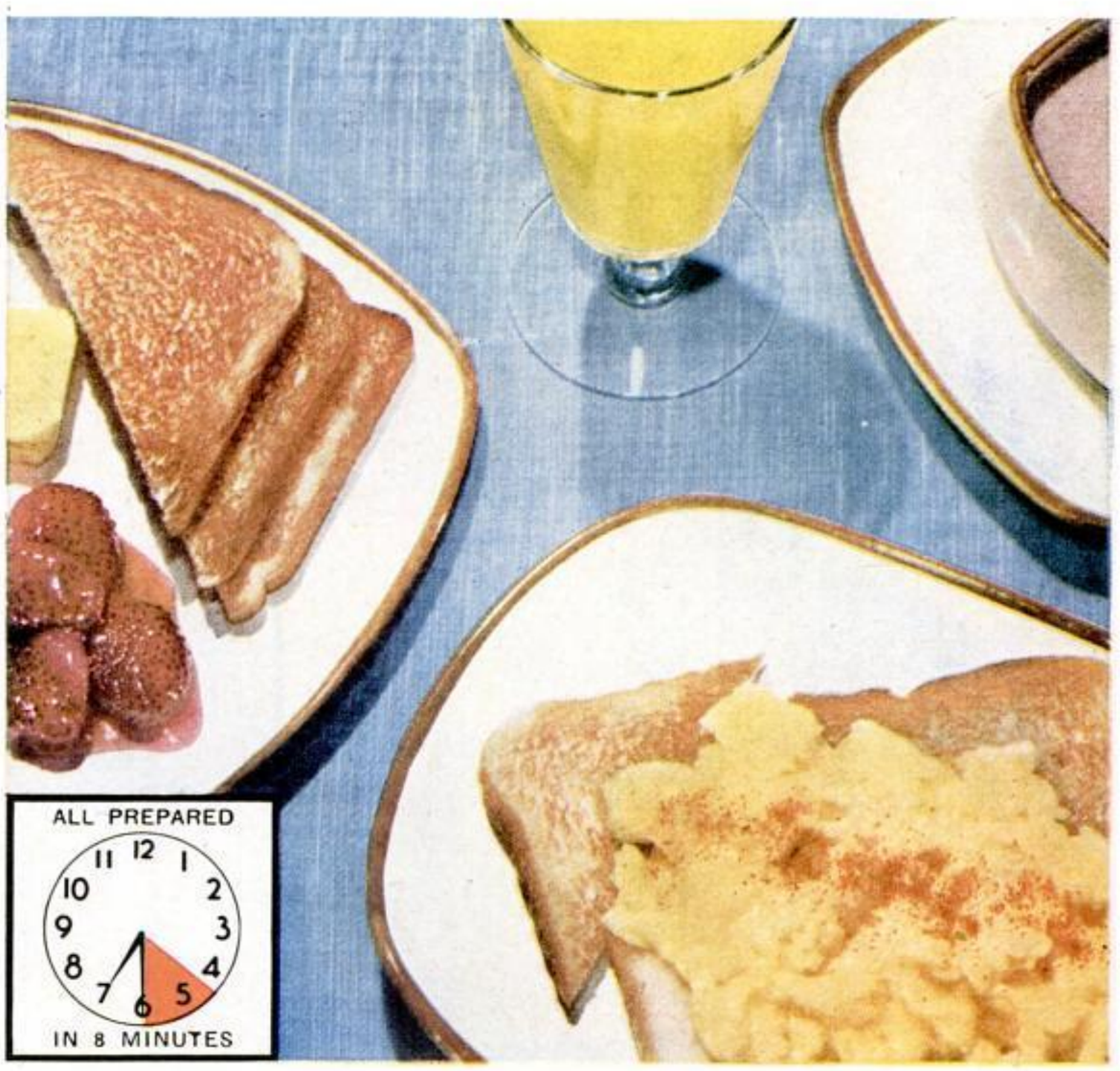
I make this one in 5 minutes! Set table the night before, prepare orange juice and fruit and leave tightly covered in the refrigerator overnight. Serve ready-to-eat cereal in wheat, oat or corn flavor—and baker's sweet rolls, heated.





This shouldn't take you more than 10! The night before, set table and put tomato or prune juice in the refrigerator. In the morning, put on coffee first, heat griddle, start bacon. Pancakes are quick—you just mix Bisquick with milk. You'll have the first cakes cooking before the family sits down.





I time this at 8 minutes! Set table and put pineapple juice (covered) in refrigerator the night before. In the morning, start coffee or hot chocolate. Eggs into pan next, and bread into toaster. Vary the preserves, and the bread, from day to day.



Betty Crocker
of GENERAL MILLS
MINNEAPOLIS

General Mills makes these and many other fine products: WHEATIES · KIX · CHEERIOS · BISQUICK · GOLD MEDAL and SOFTASILK FLOURS · BETTY CROCKER MIXES · FLOURS FOR BAKERS · HOME APPLIANCES · O-CEL-O SPONGES

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Leading producers use dextrose to improve tomato products



dextrose points up flavor

Red, ripe tomatoes are so versatile . . . made into soups, sauces, pastes and catsup, their cheerful color and flavor add zest and appetite appeal to many a favorite dish or meal. To bring top-quality tomato products to you, producers use dextrose sugar to protect bright color and piquant flavor, to maintain uniform goodness. Because ripe tomatoes *naturally* contain dextrose, it is only natural that this great food-energy sugar should most effectively enhance their zestful flavor.





dextrose protects color

Bright color is so desirable in tomato products that it must be protected. By retarding "oxidation" . . . dextrose prevents discoloration, helps to retain the natural appetizing redness that says "here is real quality . . . good eating."



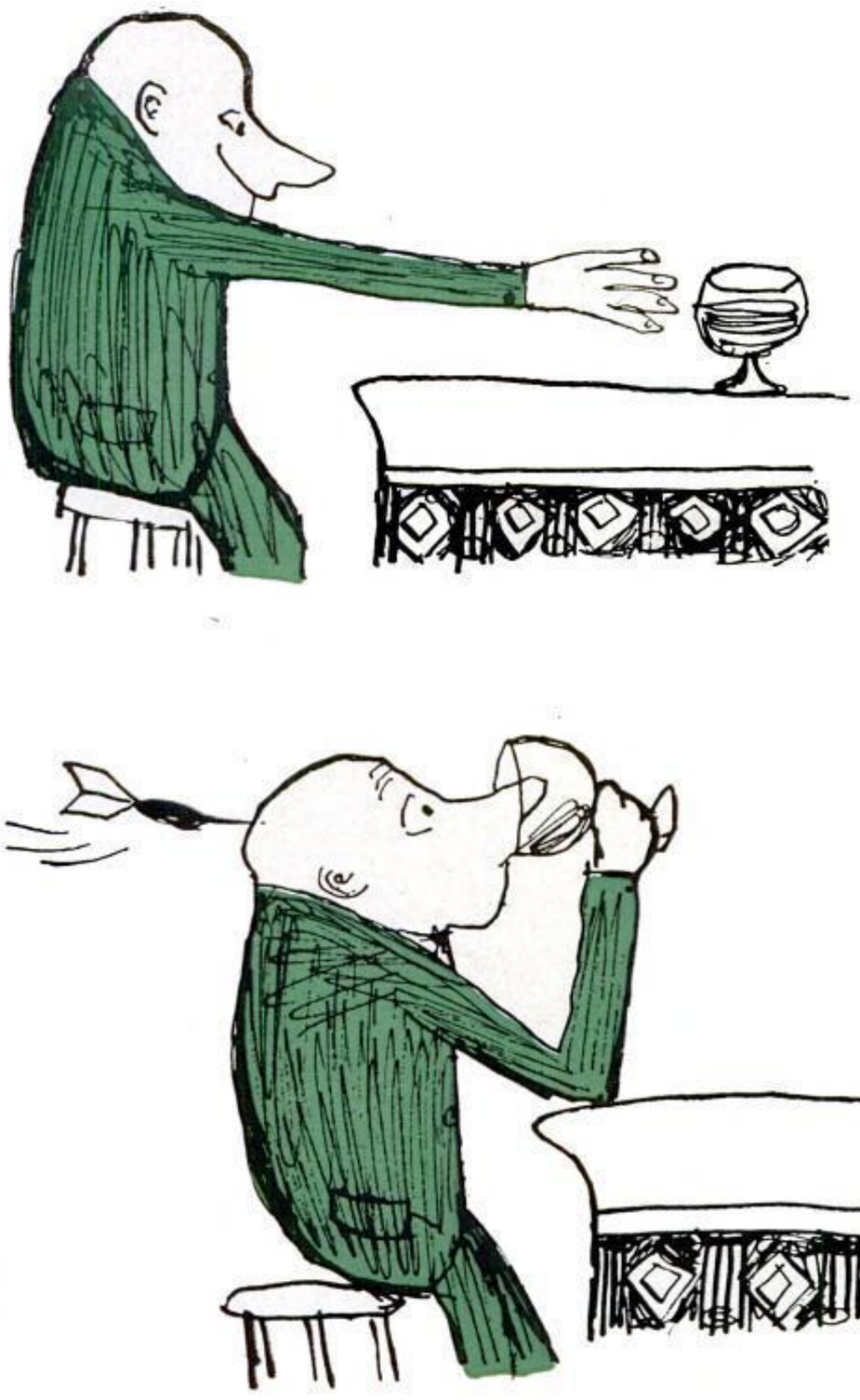
Facts about dextrose...

You won't find dextrose, food-energy sugar, for sale in a retail store. It is sold only to commercial producers of fine foods and beverages . . . who use it to improve the flavor and quality of their products.

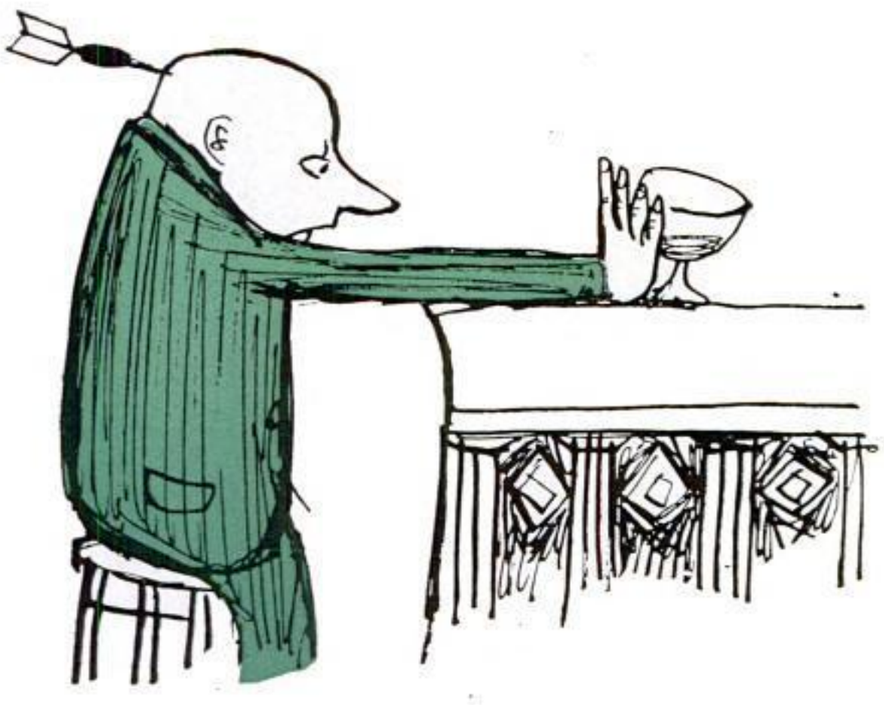
As a natural sugar, dextrose is found in most fruits and many vegetables. It is sparkling white, mildly sweet and cooling to taste. Actually, dextrose is the sugar your body uses *directly* for energy. It needs no digestion . . . it is promptly absorbed and utilized for energy.

Under the trade name of Cerelose, dextrose sugar is produced by the Corn Products Refining Company.

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CONTINUED ON NEXT PAGE



Half the women who read this will say "POOH! POOH!"

They won't believe that a single machine could wash clothes so clean and then go right on to fluff and tumble them completely dry.

NOW! the WASHER that turns into a DRYER

...right before your very eyes!

Now you see it washing—*then* you see it drying! Set the dials just once; the Bendix Duomatic washes and drys clothes automatically in one continuous operation. Clothes come out ready to wear, iron, or put away.

Or—suppose you want to use your Duomatic as a washer only? You *can!* As a *dryer* only? Yes; that, too. You can stop it to add clothes while it's washing . . . even stop it while it's drying to remove some clothes for ironing before they're entirely dry. It's a *complete* laundry unit, and completely *flexible!*

What's more—because of its own "Magic Heater" that *gets wash water extra-hot* . . . and because of its new *hi-lift, deep surge* Tumble Action—the Bendix Duomatic washes clothes cleaner than ever before known!

It even *drys* a new way. Cycle-Air action fluffs clothes in pure warm air, sends heat and moisture down the drain, so it needs no venting. You can use it in *any room* —36 inches of wall space is all it takes!

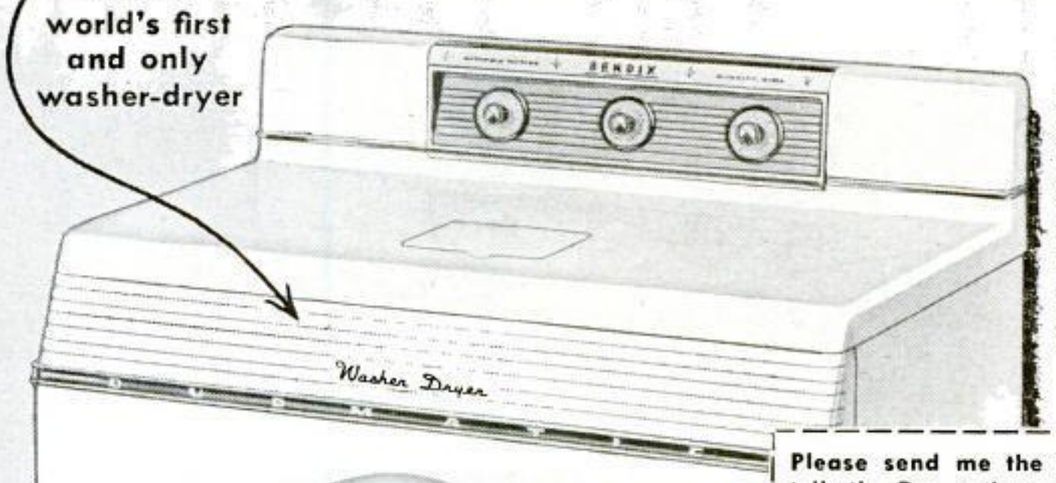
All this—yet so inexpensive your old washer probably will provide the down payment. Ask your Bendix Dealer for full details—or use the coupon below.

BENDIX HOME APPLIANCES,
Div. AVCO Manufacturing Corp.,
Cincinnati 25, Ohio

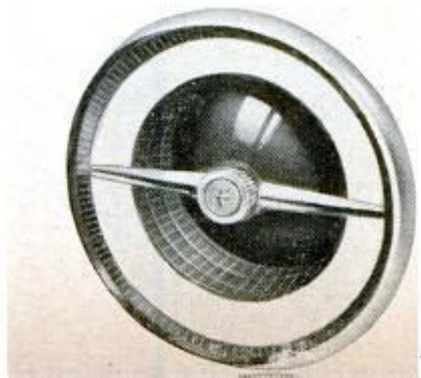
BENDIX DUOMATIC

washer-dryer all-in-one

it's the world's first and only washer-dryer



FREE! Send *now!* Free booklet tells the whole fascinating story of the fabulous Bendix Duomatic—what it could do for *you* in your home!



Please send me the booklet that tells the Duomatic story.

Name_____

Address_____

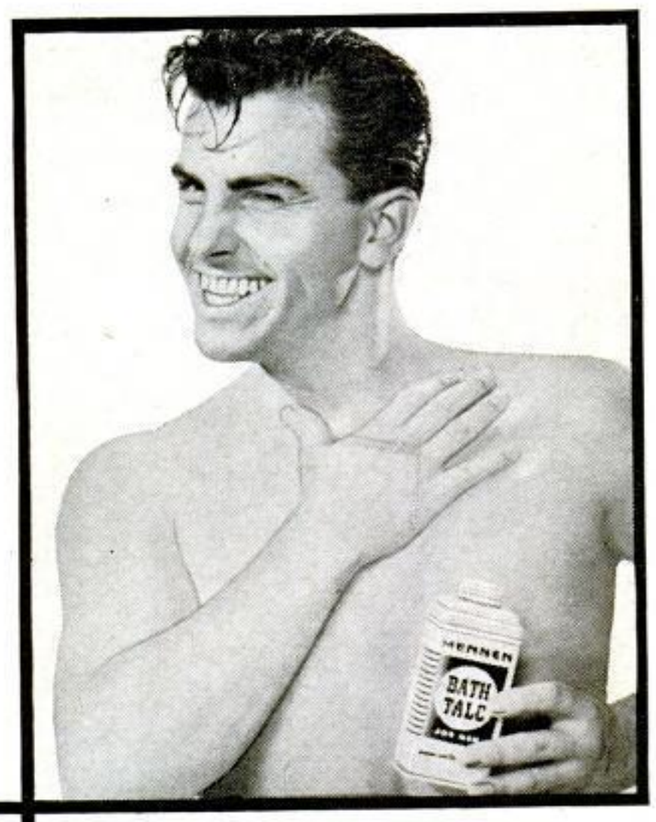
City_____ State_____

Mail coupon to: BENDIX HOME APPLIANCES
Dept. T9, 1329 Arlington
Cincinnati 25, Ohio

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NEVER BEFORE!
A NON-STAINING BATH TALC

for men only!





...ONLY 59¢

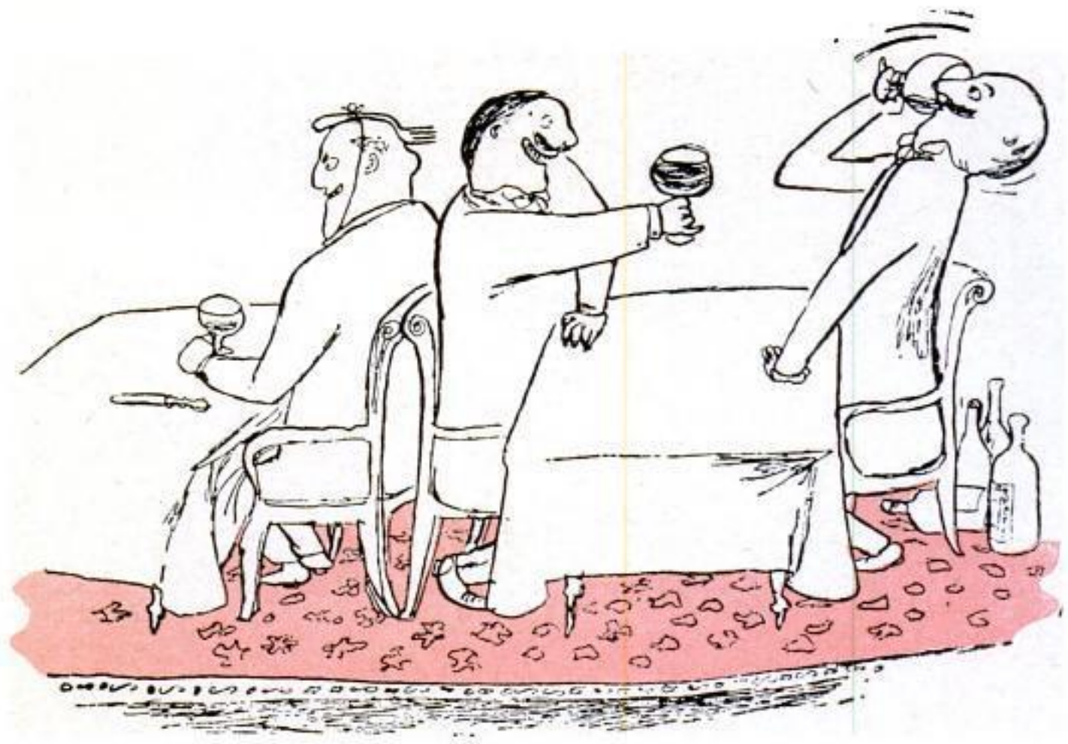
IT'S NEW! And masculine! Moderately scented with a real *he-man* scent — no more need to buy or borrow a "she-she" powder perfumed for a *woman!* And, unlike *after-shave* talcs, it's pure *white* — won't "stain" shorts or shirt. Try Mennen Bath Talc for Men — after your next tub or shower!

P.S For your *face*, of course — you want the famous invisible, *neutral-tinted* Mennen After-Shave Talc for Men. →



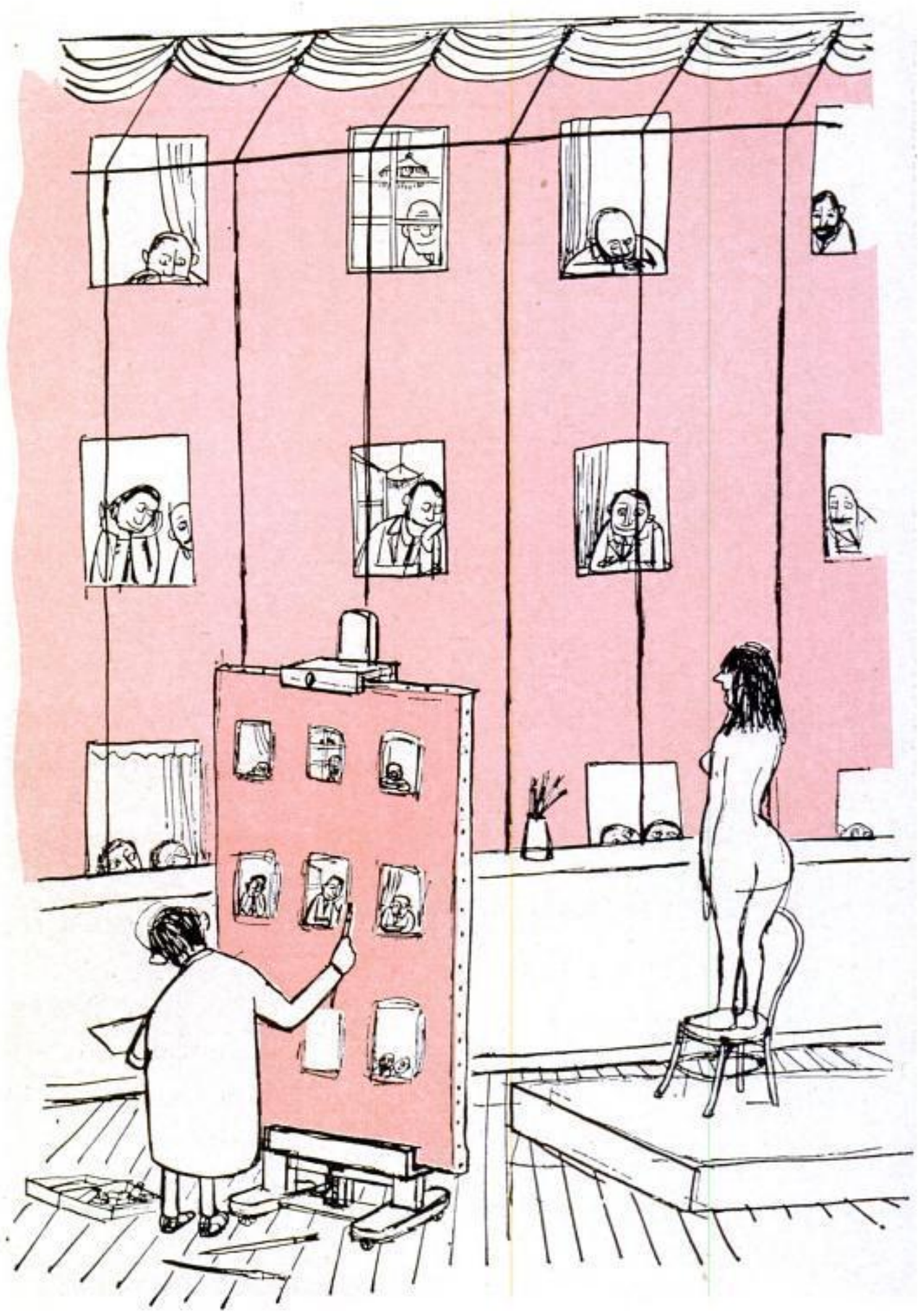
MENNEN
BATH TALC **FOR MEN**











CENTER CARTOONS © PUNCH

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PHOTO BY PENN

PERFECT LEMON PIES . . . IN HALF THE TIME!

1. New for lemon pie lovers! Takes just minutes to fill a pie shell to burstin' with this lemon-y good filling!
2. Guaranteed perfect texture—every time!

P. S. Remember, every FRIDAY IS PIE DAY! Bake your family a pie this Friday. See your grocer now for many pie-baking specials!

Vanilla
Chocolate
Butterscotch
Lemon
Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

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PART II

IMAGES OF A MAGIC CITY

On these 11 pages LIFE prints the second portfolio of New York photographs by Ernst Haas. Like those published last week, these pictures owe their startling and often unworldly effects not to camera tricks but to Haas's perceptive eye. As alert to a flickering reflection as to the plunge of a child on a playground swing, he catches in a precise yet poetic way the many elusive moments that make up the image of New York.

Photographs by ERNST HAAS



Mirrored by a Fifth Avenue window, spheres of Rockefeller Center's Atlas intersect the tracery of St. Patrick's



Like votive candles in the dusk, myriad lights go on across the facade of the United Nations office building

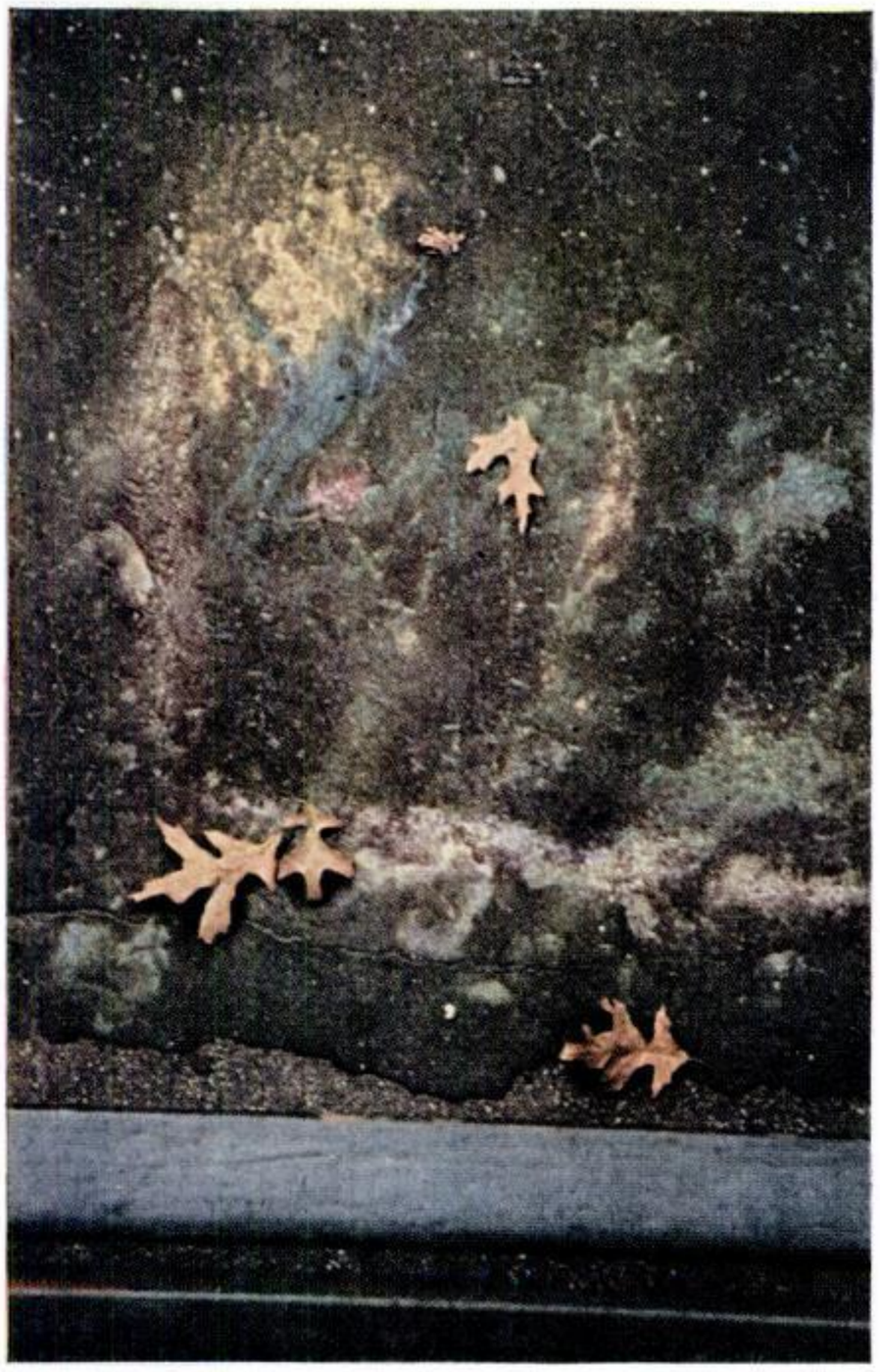
Balustrades, stairs and window frames of the U.N. construct a sharp geometry of lines and shadows

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On their swings in a playground in Central Park,
children fly up toward the misty spires of Manhattan

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Rain-blurred tones of chalk
make a poetic backdrop for
a still life of fallen leaves

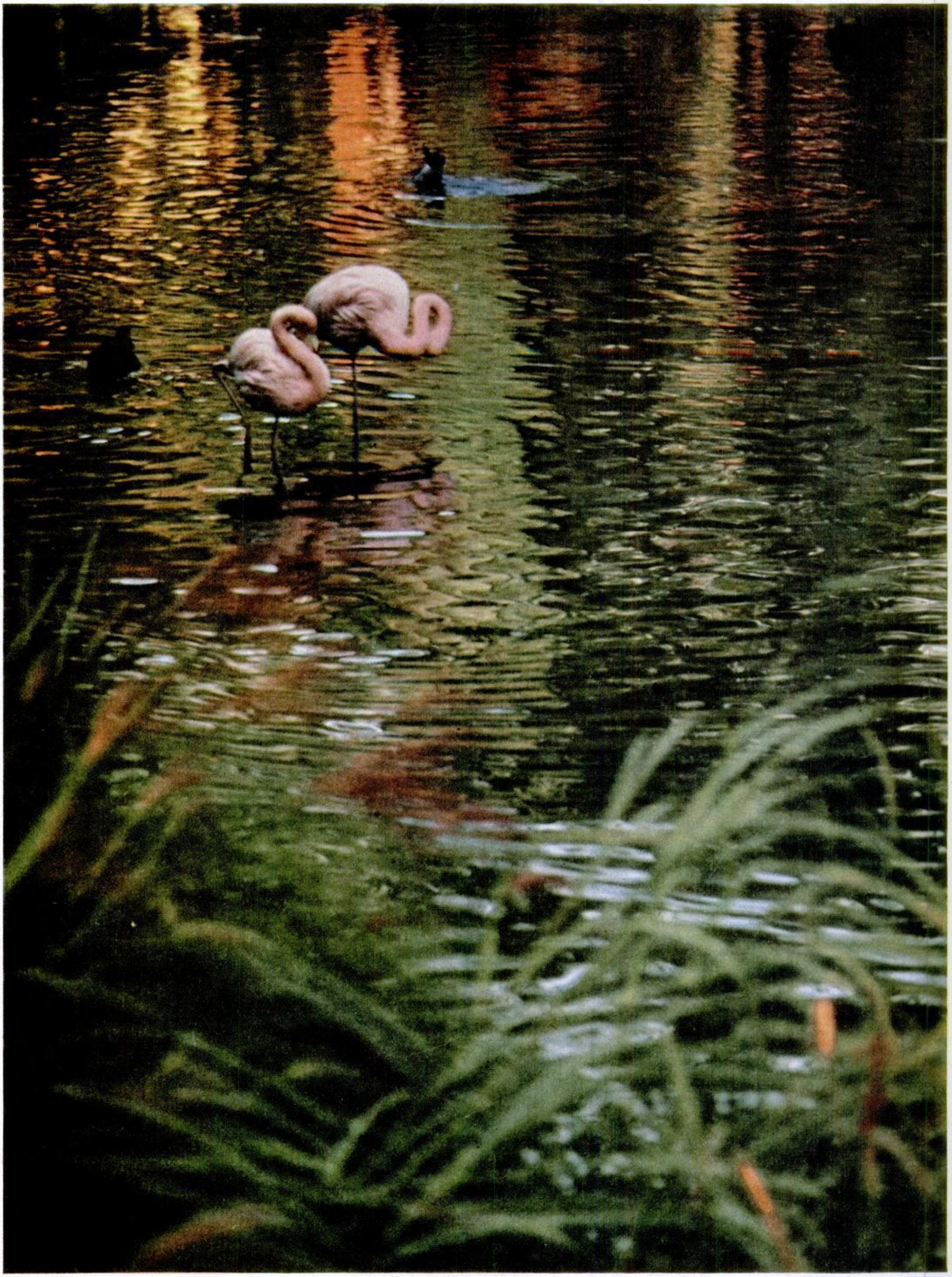


Below the Third Avenue El,
two old-clothes dealers
take the sun and talk shop



On a sidewalk in the park,
a squirrel investigates an odd
member of the animal kingdom

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Ignoring the spectators whose reflections color the rim of the pond,
flamingoes at the Bronx Zoo step meticulously through the water

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A clutter of paper left over from a parade echoes the mottled marble surface of the Roosevelt Hotel wall

A double reflection in a 58th Street window brings the plaza fountain and trees to quivering life

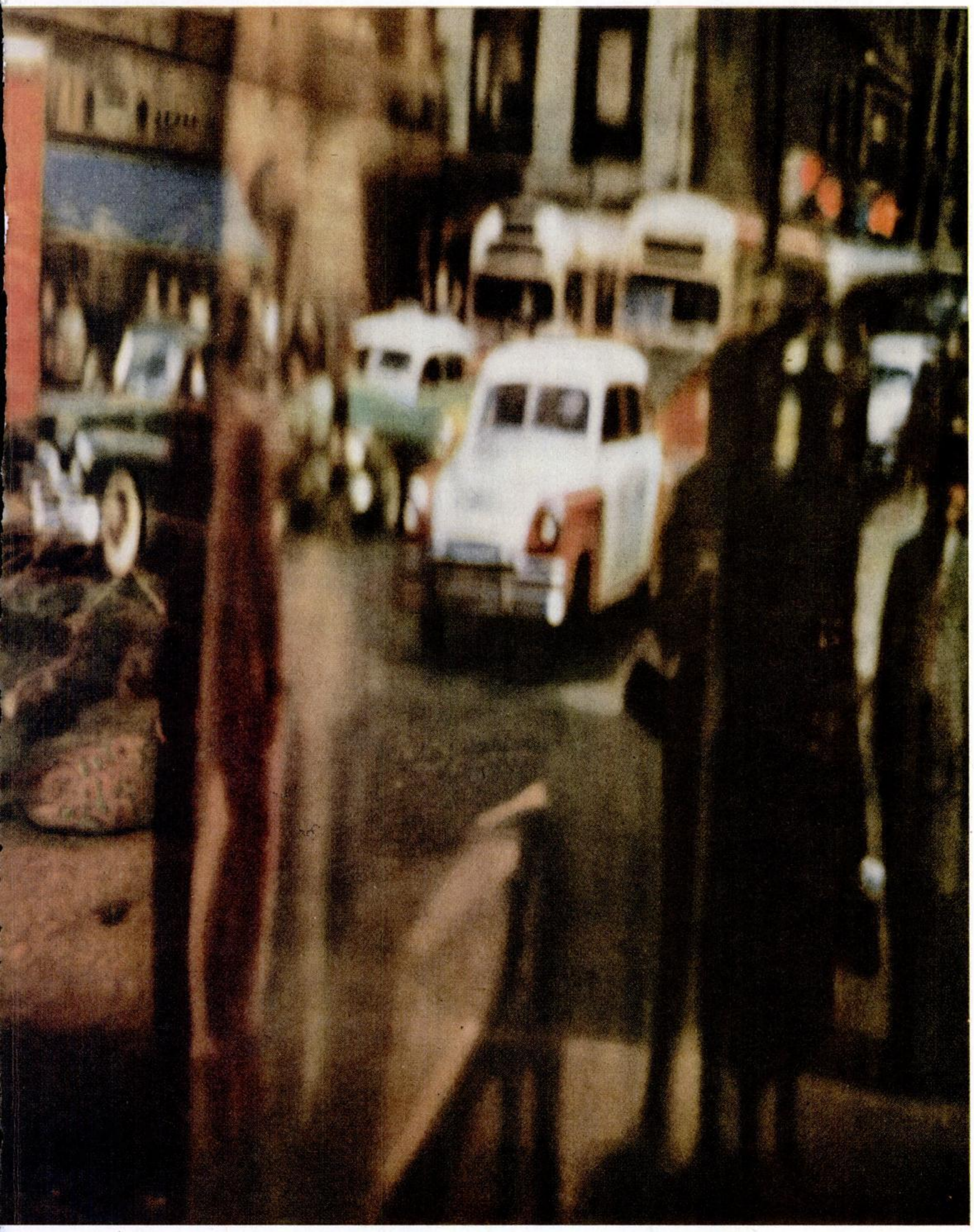


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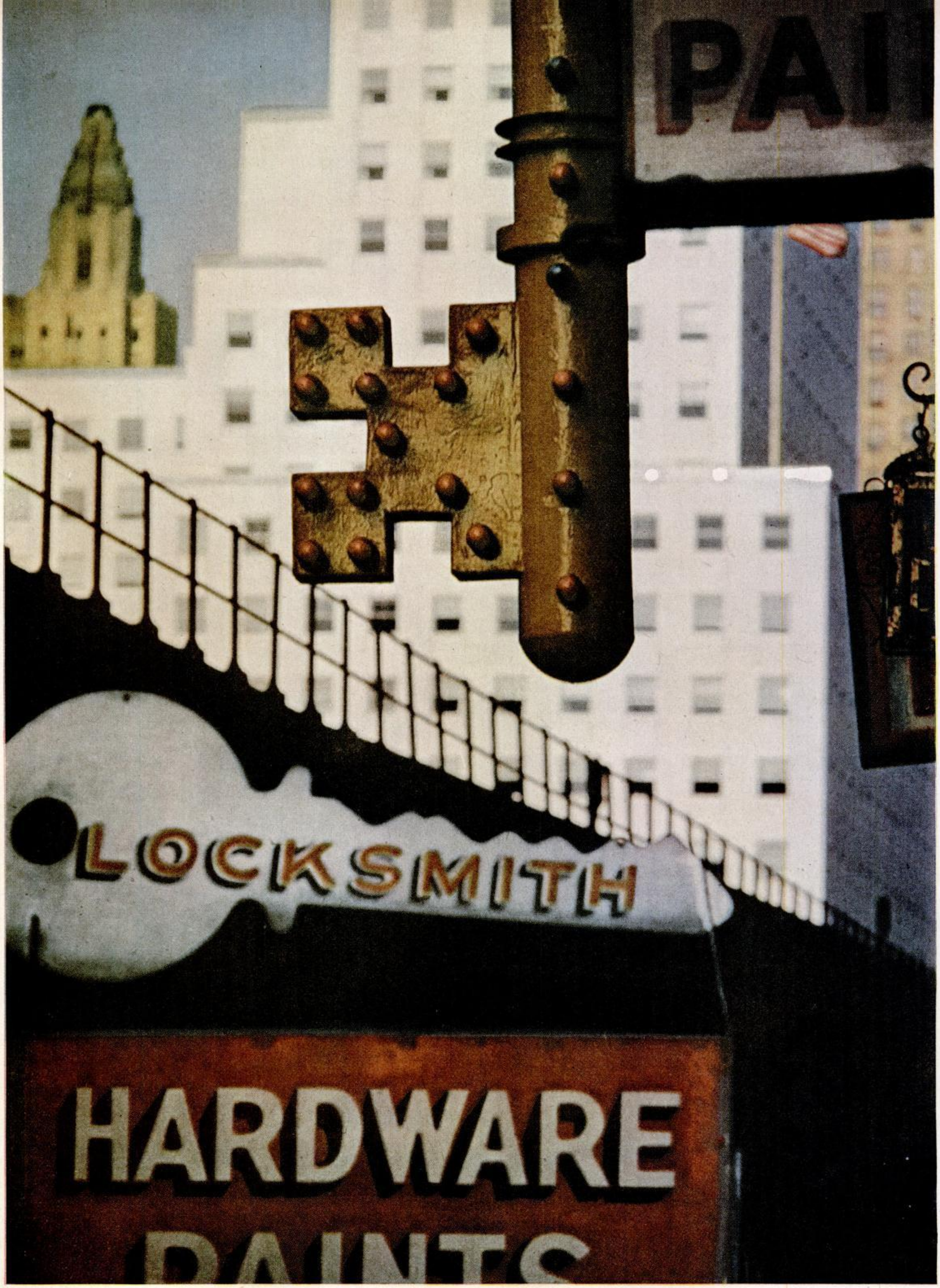
The traffic on 42nd Street, is reflected in curving glass, seems to invade the country

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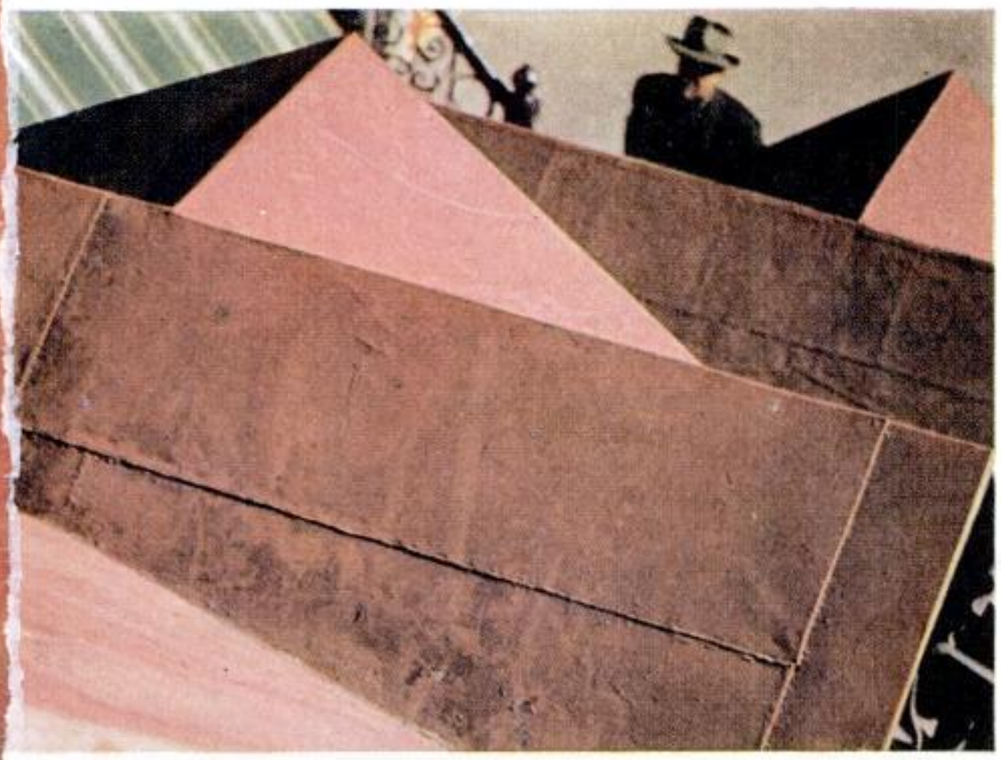
province of a live pheasant, staring out
from his painted setting in a store window

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A giant key of a locksmith's sign fits like a jigsaw puzzle piece into the pattern of a Third Avenue building

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Peaked roofs pile up like pyramids
over the steps leading to the El



With their windows open to eyes on the passing El,
girls in a clothing factory work at their machines



An awning casts a gaudy, undulating image onto
the looking-glass window of a Third Avenue beer parlor

Copyrighted material



Metal structures on a Third Avenue rooftop stand
like a tender couple watching the sinking sun

Copyrighted material

Zipper trouble?

MAIL THIS COUPON TO YOUR RETAILER

NAME OF STORE _____

ARTICLE _____ **WHEN PURCHASED** _____

BRAND OF ZIPPER _____

WHAT HAPPENED TO ZIPPER _____

_____

MESSAGE: *Dear Retailer, next time please ask your buyers to specify a quality zipper—like Conmar.*

YOUR NAME _____

ADDRESS _____

CITY & STATE _____

PEOPLE REACT to sudden zipper failures in different ways.

There's the philosophical type who swallows his frustration and reaches patiently for another pair of trousers.

Then there's the violent, somewhat tempestuous type. (Commuters caught with only three minutes to train time are apt to fall into this category.)

And finally, there's the one-in-a-million individual who sets out to *do* something about the situation.

Maybe *you* don't know what to do when a zipper lets you down. Here's one suggestion: fill out this coupon and rush it off to the store where you made your purchase.

You see, most zipper breakdowns result from just two causes:

1. The zipper was poorly constructed to begin with. (These are the so-called "economy" zippers that cost a manufacturer a penny or two less.)
2. The zipper was improperly applied for its purpose.

In both cases, your retailer is deeply concerned. He *wants* to protect you. And he *will* —if you (and others like you) will tell him when you have zipper trouble.

Just one more thing. Get in the habit of checking up on zippers yourself. *Ask* about the zippers in the things you buy.

One dependable zipper to look for—and *ask* for—is a CONMAR zipper. *Every Conmar zipper is guaranteed to outlast whatever it's attached to.*

(Yes, even a Conmar zipper will occasionally misbehave. Usually because it was not put in properly. But whatever the reason, we'll gladly replace it without charge.)

CONMAR ZIPPERS

CONMAR PRODUCTS CORP., NEWARK 1, N. J.

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SEQUEL

PHOTO LETTER FROM HOME

One of the last Americans released by the Communists in Korea, Lieut. Bill Beale was one of the fastest in catching up on news of the folks back home. Waiting for him at Freedom Village was a copy of LIFE (April 13) showing how his young wife Dot and their son Billy had endured the dreary months since his bomber was shot down on Aug. 24, 1951. Bill stared at the pictures which revealed the loneliness Dot had carefully concealed in the 20 letters he had received as a prisoner. At first Bill murmured, "Well, I'll be darned," and then, more vehemently, he sent a message to Dot in Myrtle Beach, S.C.: "Tell her I love her very much."

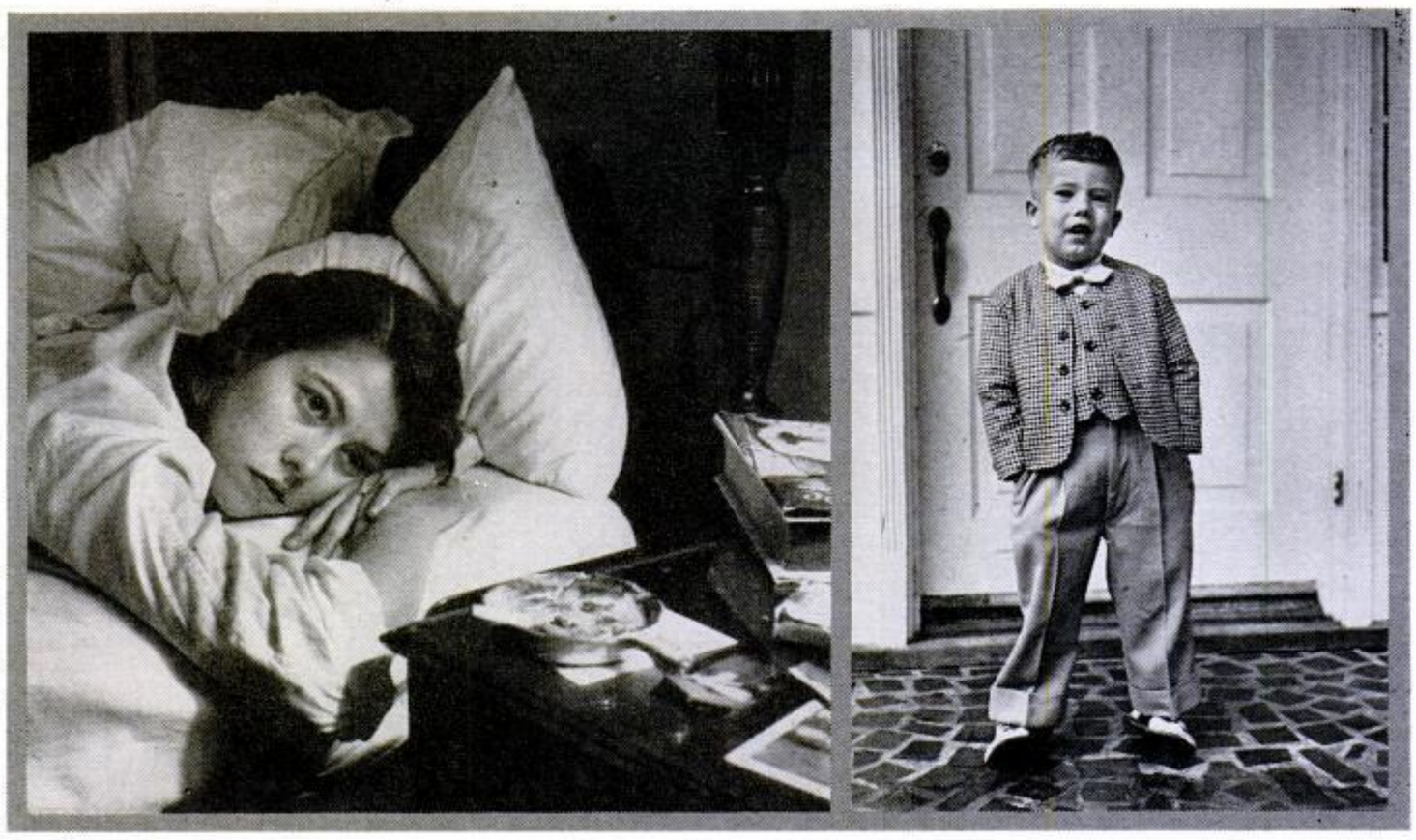
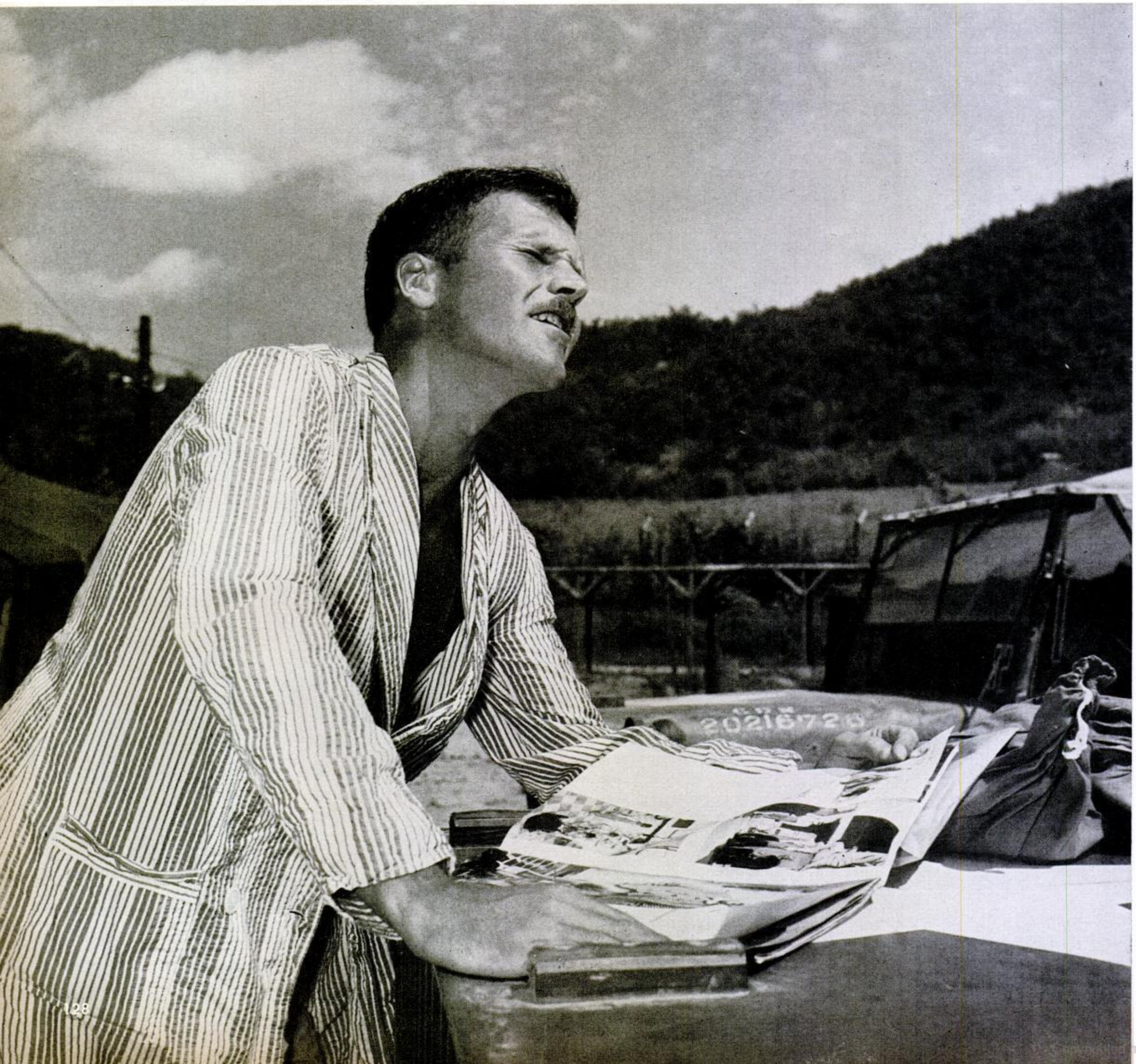


PHOTO OF LONELY WIFE DOT HELD BEALE TWO FULL MINUTES. THEN HE TURNED TO 3-YEAR-OLD SON

IN HOSPITAL GARB AT FREEDOM VILLAGE, BEALE LOOKS UP FROM "LIFE" STORY, HIT HARD BY SEEING BILLY, WHOM HE SAW LAST AT 14 MONTHS, IN LONG PANTS



THE WORLD'S FIRST AND FASTEST PORTABLE

By SMITH-CORONA

This is the portable typewriter that gives big machine performance. This is the portable voted best by those who know typewriters best. And—this is the Smith-Corona portable that every boy and girl in school or college should own—and can, for as little as $1.25 a week.

THE WORLD'S FASTEST means just that—faster than human hands can type, and so fast it is impossible to jam the keys when you type in correct rhythm.

Big machine performance means rugged, lifetime trouble-free operation—a portable with many of the features of an office typewriter. The same smooth touch and action, and a full-size keyboard that makes it easy to practice touch-typing at home—while you are studying typing at school.

All keys on the Colorspeed Keyboard are rimless and non-glare, and fingerprint shaped to cup your fingertips for surer and speedier touch. The Quick-set Margins are the easiest and the fastest on a portable. Simply press down on pointers, slide to desired position. The Li... Retai... actually remembers where writing line... was before y... released ratchet to type be...een lines. The... ronized line space lever gives single... triple spacing. Typebar Speed Boost... Super-Speed Escapement permits a... Tip-Touch Back Spacer gives you... the Adjustable Touch quickly giv... 3-Position Paper Bail, or if you... is the Paper Guide plus the... Retractable Paper Supp... and Acoustical Vents a... Piano Key Action wi... Cushioned Tabula... Floating Shift... remarkably... with ple... smoo... qui... tha... we... ho... am... facil...

Interest... typing the best ... helps many girls to ge... and a flying start after high ... or for their careers after college ... Secretarial training is most essential to ... and they go on to better jobs once they have established themselves in their first positions.

One of the most remarkable time, trouble and temper saving features on the Smith-Corona portable is our own Page Gage. It takes the guesswork out of page-end typing. After a simple setting, Page Gage warns you when you are 2½ inches from the bottom, and keeps on warning you to the very end. This saves lots of retyping.

Speed and performance are most important, of course, but it's nice to know that you will have an attractive typewriter, too. As a matter of fact the Smith-Corona portable is a beauty winner. The well known Museum of Modern Art in New York gave it a special award for good design.

It's nice to know, too, that those who sell and service portable typewriters, in other words, those who know typewriters best, voted the Smith-Corona portable the *best* — actually a better than 2 to 1 favorite over any other make. The main reason is that it requires less servicing. Its lifetime performance makes it an outstanding favorite with high school and college students, and with writers, profession... ...untless oth... this... ...ing...



...you ...isidering ...dely accepted and u... ...derful to get and equally won... ...give for Christmas.

The Smith-Corona portable is considered "*the finest precision writing instrument of its kind in the world.*" Thousands of users of all ages, over the years, can testify to its unusual, rugged durability and extra fine writing performance.

Many mothers and dads think a Smith-Corona portable makes a wonderful graduation gift. They are right, but why wait until your children graduate? They can benefit so much more by having a portable right now — while still in school. Typewritten themes and reports earn higher marks and study habits improve when notes and other school assignments are typed. Your children will appreciate, too, the extra time typing gives them.

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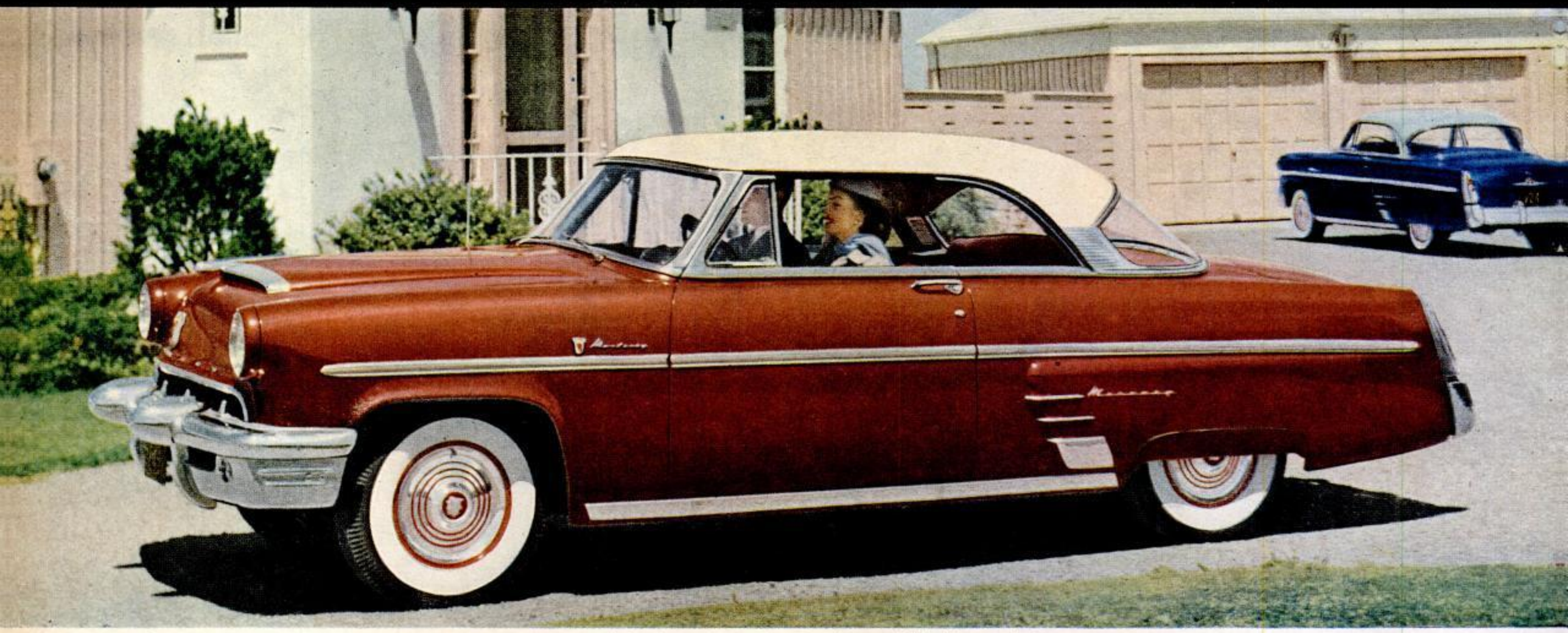
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ARRIVING IN GERMANY AFTER RELEASE FROM PRISON, A HAGGARD OATIS IS PROTECTED FROM CROWDS BY U.S MPs

WHY I CONFESSED

'I AM NOT A SPY,' SAYS U.S. REPORTER BUT TELLS HOW REDS FORCED HIM TO SAY HE WAS

by WILLIAM N. OATIS

In 1951 a quiet U.S. journalist named William Oatis confessed at a Communist propaganda trial in Czechoslovakia that he was an American spy. He was sentenced to 10 years in prison but was pardoned last May. In this article, an expansion of the section dealing with his interrogation in his current Associated Press newspaper series, Oatis frankly answers a question millions of Americans have asked: how did they make you confess a crime you had not committed?

ON June 23, 1950 I flew from London to Prague to become chief of the Associated Press bureau in the capital of Czechoslovakia. My predecessor, Nathan Polowetzky, had been expelled by the Czechoslovak government for "unobjective" dispatches. The day after my arrival I called at the Ministry of Foreign Affairs to meet Bedřich Runge of its press section.

"We realize the necessity of these agencies," Runge told me. "We do not ask that you report only the good things you see here. We know there are some things that are bad. All we ask is that you report the good as well as the bad."

I knew the bulk of my work would be what was called "official reporting." This meant transmitting what the government saw fit to make public through the official news agency, newspapers, radio and ministries of information and foreign affairs. I also knew that, by the very nature of journalism, some of my work should be "unofficial reporting." This meant reporting what diplomats or Czechs might tell me that the government, through oversight or design, had failed to make public. There was no formal censorship and no ban on unofficial reporting as such.

For 10 months I forwarded the government handouts, but I also dug behind them. I got news tips from Czechs and checked them with diplomats. I got them from diplomats and checked them with Czechs.

I am not a spy and never was. I worked in Prague for the Associated Press and for nobody else. Yet on April 23, 1951 I was arrested by the StB—the *Státní Bezpečnost*, or secret political police. On the first day I admitted that I had done unofficial reporting, which I had; within three days I confessed that this was espionage, which—by any Western standard—it was not; and within seven days I confessed that I had spied for the U.S. government—which was a lie.

Why did I confess to doing things I had not done? Was I drugged? Hypnotized? I will tell you why, but the reasons are not so simple as many people in the West believe. Much of the answer lies in a 42-hour interrogation that began at 4 a.m. on the sixth day of my imprisonment. But to convey the full meaning and misery of this ordeal it is necessary to describe briefly the events that preceded it. The arrest itself came as a tremendous shock. Although three of my Czech employes had been picked up by the StB in the preceding month, my own accreditation had been renewed just seven days before.

On the afternoon of April 23 I was at work in the Prague bureau at Smečky 27 when a hefty young Czech named Miroslav (Mike) Husták came in with a "story" for sale. I knew Husták slightly. He had been in before looking for a job. He showed me a photograph of a castle, one of its windows marked *X* in green ink. Here, Husták said, was where Dr. Vlado Clementis, the deposed foreign minister, had been imprisoned and interrogated. I turned down the story and handed the picture back to Husták. "You can keep it," he said and hurried out.

Six men in trench coats

I HAD just dropped the picture in a desk drawer, puzzled but not particularly worried, when the office door opened and six hard-eyed men in trench coats marched in. Their interpreter flashed a blue card: "StB." I was made to empty my pockets onto a table. A detective picked up my notebook and read aloud the names of several security officers reported to have been purged. He laughed. Another found the photograph Husták had left. He yelled: "*Spionáž*!"

Espionage? It seemed too ridiculous, but three of the men hurried me down the stairs to a waiting StB limousine. "We just want to talk to you," one of my captors said. "You will be back here in an hour."

The big limousine turned into narrow, shabby old Bartolomějská Ulice and stopped near a tall, slick, white modern building. StB headquarters. In a second floor office I was given a chair. StB agents, all strangers,

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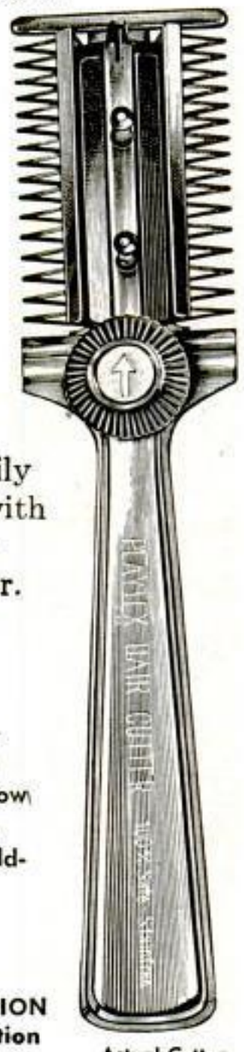
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ACTIVE STUDENT at Marion, Ind. high school, Oatis' credits in 1932 yearbook included writing and music.

MUSICAL REPORTER in 1936, Oatis (*second from the right, top*) played in Marion *Leader-Tribune* staff band.

all silent and hostile, grouped themselves around me. Suddenly a door opened and a man stalked in —a pale, blond, bony man in a trench coat, a man with fierce blue eyes, hooded like a reptile's, behind heavy glasses. A man I knew, though not by name. The previous November I had been called in for a routine "chat" with this man, who had introduced himself simply as "The Boss."

In a few minutes it became clear that he now considered himself *my* boss. "You are here in two roles," he announced, "as a witness against your employes, and as a defendant yourself. Do you know why your employes are here? Murder—foul murder! They protected an enemy agent. An accomplice of that agent took a human life. He killed one of our men in cold blood, a man with a wife and children!"

I denied I had had any part in murder and said I had never met any such agent. But he told me, "We will prove to you that you did." And then he leaned forward, pointed at me, and cried: "Spy!"

The Boss lectured me for three and one half hours. He talked of "our party," and said, "If anyone opposes us, we ruin them!" Finally, at about 7 o'clock, he snapped, "If you don't talk, we will have to use other methods!" He leaned over his desk to make a telephone call, and I saw the black butt of a pistol sticking out of his left hip pocket. He hung up and walked out, taking most of his men along.

A brawny young man with stiff yellow hair brought in a plate of beef and gravy with dumplings. I pulled up a straight chair and ate while my three StB guards watched stonily. One of them was bald and built like a bull. He sat beside me showily flexing and fingering his muscular right arm. I already had begun to feel the weight of time, like a heavy pack on my back, or a thick pillow on my face. Now I thought of an interpreter's remark early in the interrogation: "You'll talk. Everybody talks here." And I thought of The Boss's mention of "other methods." I wondered if they would beat me.

It was silent in the lighted room, and the silence cried out for something to fill it. I suffered through the monotonous hours. Sometime after midnight we stretched out in our chairs under the electric light to sleep. The light bothered me, and the chill. I put on my overcoat, pulled my hat over my eyes, leaned back in my chair, and that way I slept a little.

I awoke to find dawn coming through the windows from the street. It was perhaps half past five. The others were awake too. They led me halfway down the hall to another office also facing on the street. On the way I heard strange noises coming from behind a closed door—a series of weird, high-pitched, strangled squalls. They sounded like the gibberish of a man driven mad by pain. When I asked the interpreter, he said with a smile, "That's just some persuaded priests." It might have been —or it might have been a phonograph record.

Our new office was much like the old. Around 7 o'clock the yellow-haired youth came in with coffee and rolls, and we had breakfast.

Somebody brought my money, pocketknife, watch, keys and passport, seized when I was arrested. I helped the interpreter as he typed a list of these things, certifying that the police had them, and I signed it. He picked up my notebooks and address book from a table and leafed through them. I walked the floor, cursing myself for having kept such things.

In a few minutes they resumed the interrogation they had started the day before. Different men drifted in and out to take a hand. There were questions on things in the notebooks and questions on things they had got out of my employes. And The Boss, back again, asked the question I dreaded most.

"We want to know," The Boss said, "who gave you unofficial information."

"I can't tell you," I said.

"Why not?"

"It's against the ethics of journalism."

Late in the afternoon, there was a letup while I ate some sandwiches. Then the interrogation began and went on till around one in the morning. A cot was brought in, with a pillow and sheets, and I went to sleep in my shorts.

'Just as you say, Mr. Oatis'

I AWOKE after six hours, dressed and got some breakfast. That was my third day as a prisoner, and it was much like the second. There were people popping in and out. There was a meal late in the day. And always there were questions—the same questions over and over again.

I answered those I thought were safe. If it meant naming diplomats, I named them because they were not subject to arrest. But if it meant naming Czechs, I did not because they were. And at noon the bull-bodied muscle man was around again.

"Is he talking yet?" he asked the interpreter.

"Not yet."

"Just as you say, Mr. Oatis," he said, mocking me. "Just as you say."

Under steady grilling, I told how diplomats had given me reports that the army had been requisitioning Prague apartments for officers, that a school building was to be used for military instruction, and that an insane asylum had been turned into a barracks.

Later The Boss brought me a typewritten statement for my signature. It had me saying that I gathered military information in Czechoslo-

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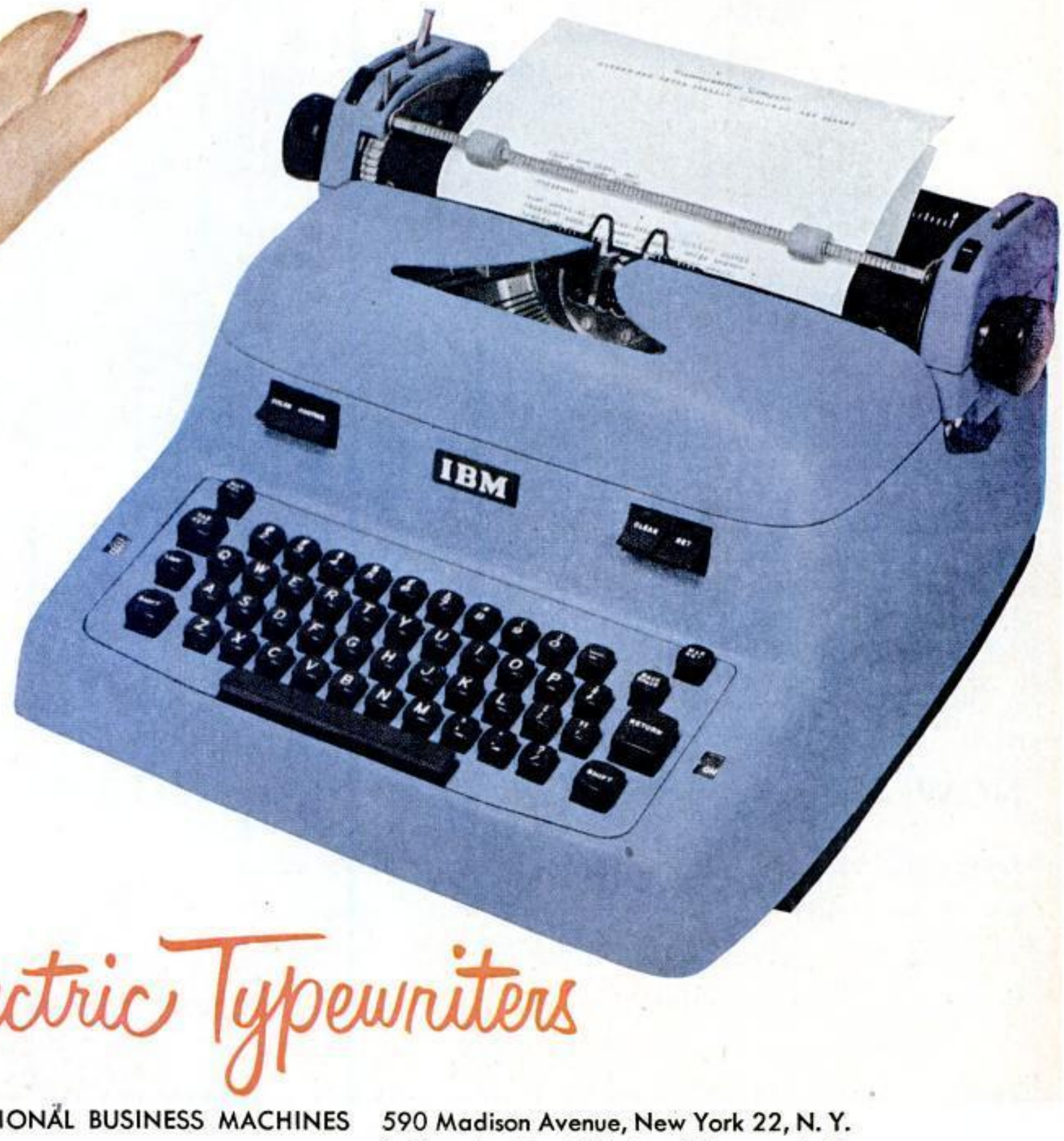
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vakia and that in so doing I committed espionage.

I said I was not sure that was espionage. I asked the interpreter to show me the law. He went to a desk drawer, took out a green paper-backed book and read from it.

I know now what the law says. It says that anybody who gathers *secret* political, economic or military information, regardless of his purpose, commits espionage.

But I was led to believe that gathering *any* political, economic or military information, secret or otherwise, was against the law.

In the light of this interpretation, the statement was true. To refuse to admit what was true would only antagonize my captors and worsen my plight. I borrowed a fountain pen from the interpreter to write my name beneath the statement, and out of it came green ink of the same tint as that used to make the "X" on the photograph Husták had left in my office. The Boss, his eyes gleaming, hurried out, carrying my first confession, signed on my third day of custody.

The confession earned no rest. The questioning went on until after midnight, and was resumed at dawn. I spent part of the fourth day helping two interpreters decipher my notebooks. I got two meals, and about six hours more sleep. On the fifth day—Friday—I was again up at dawn, but after the morning interrogation I got a surprise. Guards took me across the hall to a room with a bathtub and I was allowed to strip down and wash off the dirt and sweat that had been stagnating on me since Monday. I also was allowed to shave. That night I got a surprise of another sort.



BEREFT BRIDE, Laurabelle Oatis studies her husband's picture after getting news of his arrest.

The Boss had told me, "If you don't behave, I'll have to put you in a cell." I thought I was behaving pretty well, aside from the fact that I had denied many of their accusations. Nonetheless, the guards brought me a prison uniform and ordered me to put it on. Then they blindfolded me and led me away, and at midnight I found myself in a cell. A narrow cell with tiny windows and a straw mat on a bare wooden floor—a dirty tan mat just wide enough for one person, with a dirty pillow and two thin cotton-wool blankets. The blankets stank. Overhead a bleak electric bulb glowed.

I crawled numbly under the stinking blankets, my mind spinning with exhaustion. All I could think about clearly was: perhaps now they'll let me sleep. All night, maybe. Maybe into the morning. I had been hounded and badgered from dawn until midnight each day since my arrest. For five nights I had slept restlessly, sometimes on a hard chair, sometimes on the hard cot, never more than six hours, the sleep disturbed by wild dreams of freedom and faraway places. Tonight, perhaps, I would really sleep, despite the guard's eye bulging at the peephole of the cell door, despite the glowing light and the damp chill of the cell. Perhaps the worst was over.

Something went "Bang! Bang! Bang!" My eyes flew open and I tore off the handkerchief I had folded over them against the electric glare. My cell door opened and a guard stepped in. He handed me a pair of black, cloth-covered goggles. I subsequently learned that it was 4 a.m. My "long sleep" had been just four hours. Actually, it was the last bitter step in the softening-up process—now the StB was ready to "break" me. Forty-two hours later they had succeeded.

I put on the goggles and the guard took my arm and led me out. I stumbled along, my eyes burning, my feet heavy. We moved slowly, turning several corners, for what seemed a long distance. At length we stopped and the guard dropped my arm. I felt a sort of panic—standing alone, seeing nothing but the blackness of my blindfold, without a clue to where I was.

Suddenly a voice shouted something in Czech, and then another voice shouted it in English:

"You are now facing the state power of the Czechoslovak Republic!"

Then voices came at me from all sides. I was still blindfolded, but I knew the voices: the chief interrogator, The Boss; a pudgy little interpreter who spoke cockney English; the muscle man. One by one, they yelled at me.

They had my notebooks. By their order, I had numbered the pages in each and written in it, "This is my notebook, which was taken from me April 23, 1951. William Nathan Oatis." Now The Boss, giving a page number in one of these, asked me about a list of supposed military sites written there.

"Where did you get that?" he demanded.

"From Colonel Atwood, the American military attaché."

"What did you do with it?"

"Nothing."

"What did you want it for?"

"Just for my own information. I didn't intend to use it in a news story."

"Why did you go to Atwood?"

"To check a report I got from Goburdhun, the chargé d'affaires of the Indian Embassy."

"What did he tell you?"

"He said he'd heard that some apartments in his neighborhood were being taken over for army officers. I asked Atwood about it. He told me he'd heard the same thing. Then he gave me this list."

"Did you send it to London?"

"No. I'd never have sent anything like that to London."

"Then why did you write it down?"

"Just for my own information—for background."

There were snarls of disbelief, and then a moment of silence. I slipped in a question of my own. I thought The Boss's answer might throw some light on why I was under arrest.

"A man told me here the other day that if I'd work for you, you'd turn me loose and give me some money besides," I said. "Is that right?"

"Who told you that?"

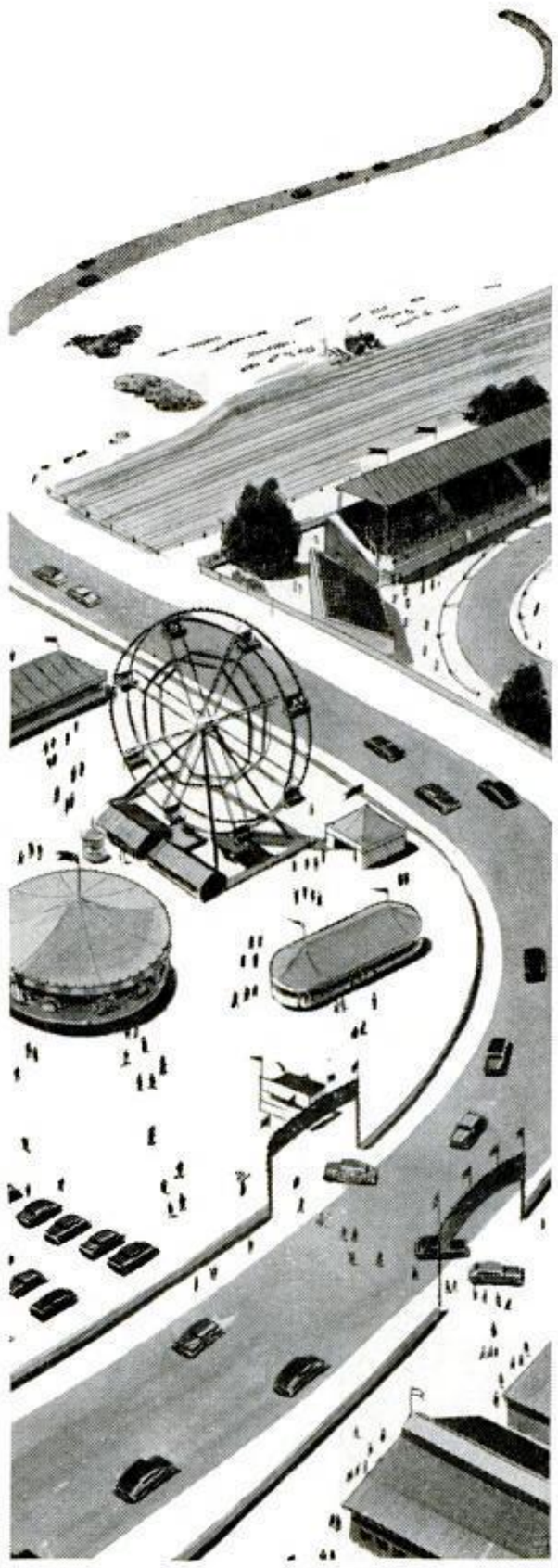
"A bald-headed man in a black suit—day before yesterday, I think it was."

There was dead silence. Then I heard a clatter of shoes on the floor, and some whispering. And at last The Boss said, "He was just testing your character."

The voices began beating at me again. I stood there two hours while they whirled around me. Then there were many footfalls, and a door closed, and I heard the command, "Take off your glasses."

I slipped the blind goggles off over my head and looked around. I had fancied myself in a great, empty, echoing place, like a darkened stage. But I saw that I was in a rather small room, perhaps no more than 15 feet square furnished with an oblong table and several chairs. Only two men had stayed with me—the bald-headed interpreter and

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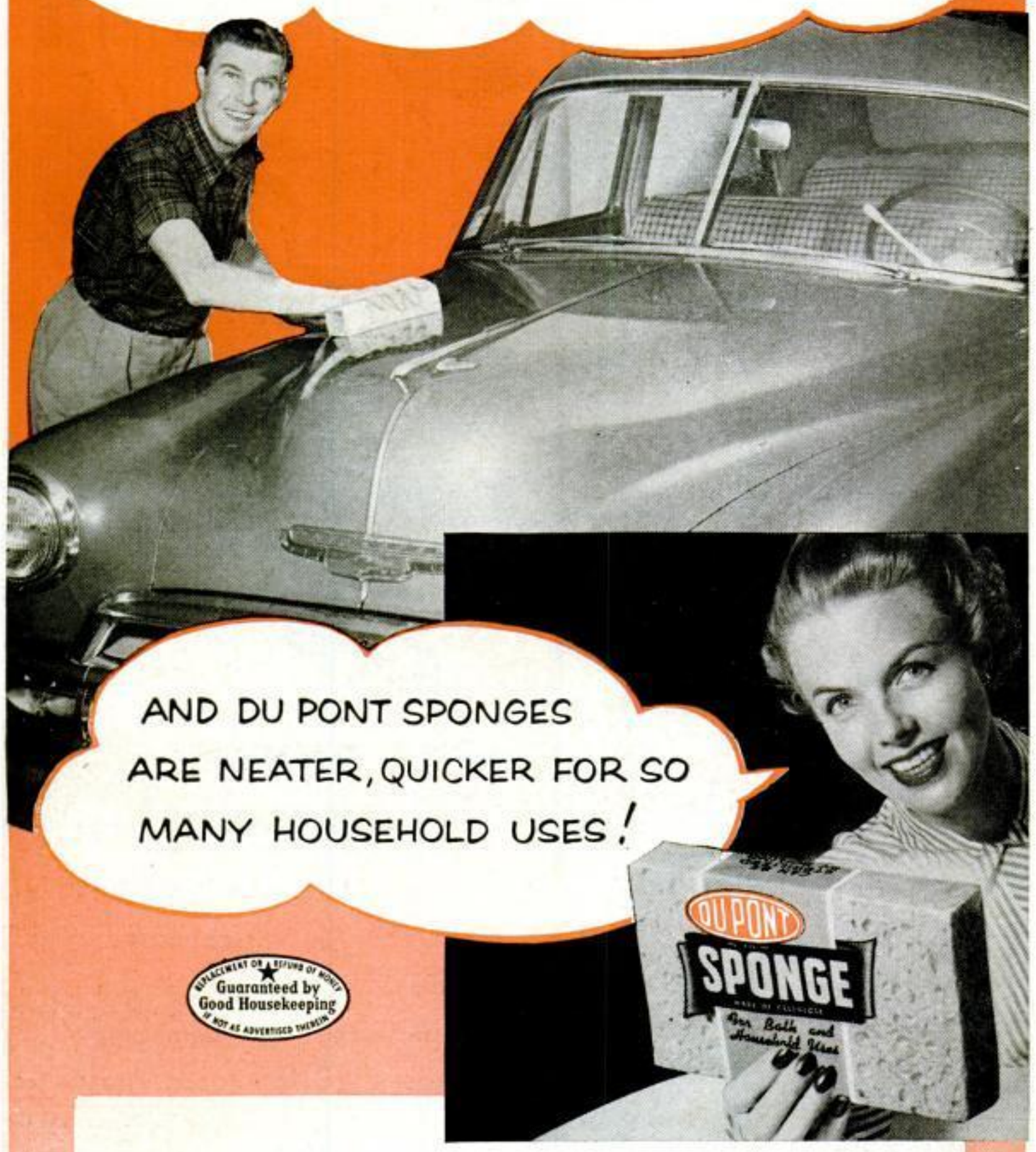
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the bulky, canary-haired young man who had been bringing me my meals. They let me sit down. The youth went out and soon came back with a plate of pastry and a cup of coffee with the grounds left in it. I drank it slowly, savoring each sip, and ate the grounds out of the bottom of the cup. The time was now about half-past seven.

Presently my guards led me across the hall to another room overlooking a sunny courtyard. Two photographs hung on the white wall—President Klement Gottwald and Josef Stalin. The only furniture consisted of a single straight chair in the middle of the room. I sat in it.

An interpreter, a dapper little man with bright eyes and a smooth, yellowish, almost Oriental face, told me, "Your boys are here today for interrogation." He was referring to the three Czech A.P. employes—Thomas Svoboda, Peter Muntz and Paul Woydinek—who had disappeared in the month before my own arrest.

At about 9 o'clock the interrogation was resumed. It was, much of it, about stories the other men had brought in or had worked on at my direction.

I was asked to tell how Muntz had helped me check a published report, coming in on the wire under a foreign dateline, that Gottwald was "under house arrest" (we had found his flag still flying at the presidential palace).

I was pressed to say how Woydinek had got me a story that people were being fired from the Ministry of Foreign Trade for favoring the West in trade policy.

Noon came, and the questions went on. Two o'clock passed, and they did not stop. A short time after that The Boss was back again in the group that kept nagging at me.

Suddenly The Boss snapped, "Do you know the name 'Komárek?'"

"Yes."

He brightened.

"How do you know it?" he said.

"Because I saw it on a paper lying on a desk across the hall, just the other day."

That was true. I had never met Vladimir Komárek, alias Josef Kulhánek. I had not even known his name till I saw that police document.

My employes knew him, but to me they spoke of him only as "that boy who's out of the country." He was a Czech refugee who lived in Paris and came back to his homeland from time to time on mysterious errands. The police said that somebody he knew in Czechoslovakia had shot and killed one of their men in Prague the previous February.

Now they were trying to tie me up with him, and on this score I resisted them.

'Stand up!'

THE lights were turned on. Seven o'clock came, and soon after somebody brought me a plate of roast pork, sauerkraut and heavy Czech dumplings. The dumplings, without gravy, were dry in my mouth, and I could not get them all down. But I ate everything else.

The interrogation proceeded. By perhaps 1 a.m. I was irritable from fatigue, and I said something The Boss disliked.

"Stand up!" he commanded sharply. I felt the command like a blow in the stomach. I forced my tired frame to a vertical posture, my shoulders sagging forward weakly.

The Boss stood beside me. He bent his wiry body like an Indian medicine man doing an ecstatic corn dance. He cocked his head toward me, shook his finger at my head and shouted into my ear, "You know Komárek!" I insisted that I did not.

I stood for an hour, and swayed on my feet. I stood for another, and felt I could not hold myself up another minute. I stood for a third hour.

I had been awake 24 hours. I had been questioned till I could hardly think any longer. In the nightmarish glare of the electric light filling the bare room, my eyes kept drooping shut. I felt faint, and I was near exhaustion. I asked permission to sit down, and they would not let me. Suddenly I was filled with the courage of desperation.

I told The Boss, "I'm not going to answer any more questions tonight. I want to go to bed."

"You'll be sorry you said that."

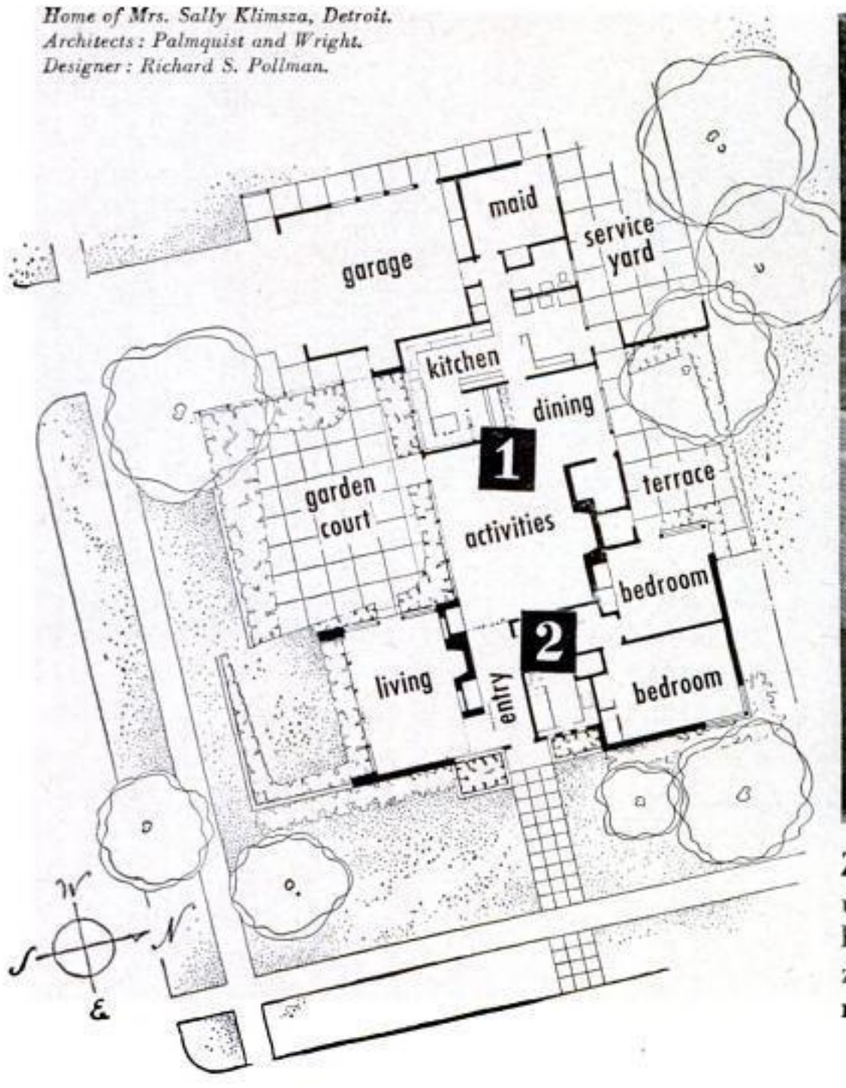
He seized my right arm in a hard grip, jerked me around and hurried me into the hallway, others following. I was swept down the long hall, past some portraits of Communist cabinet ministers.

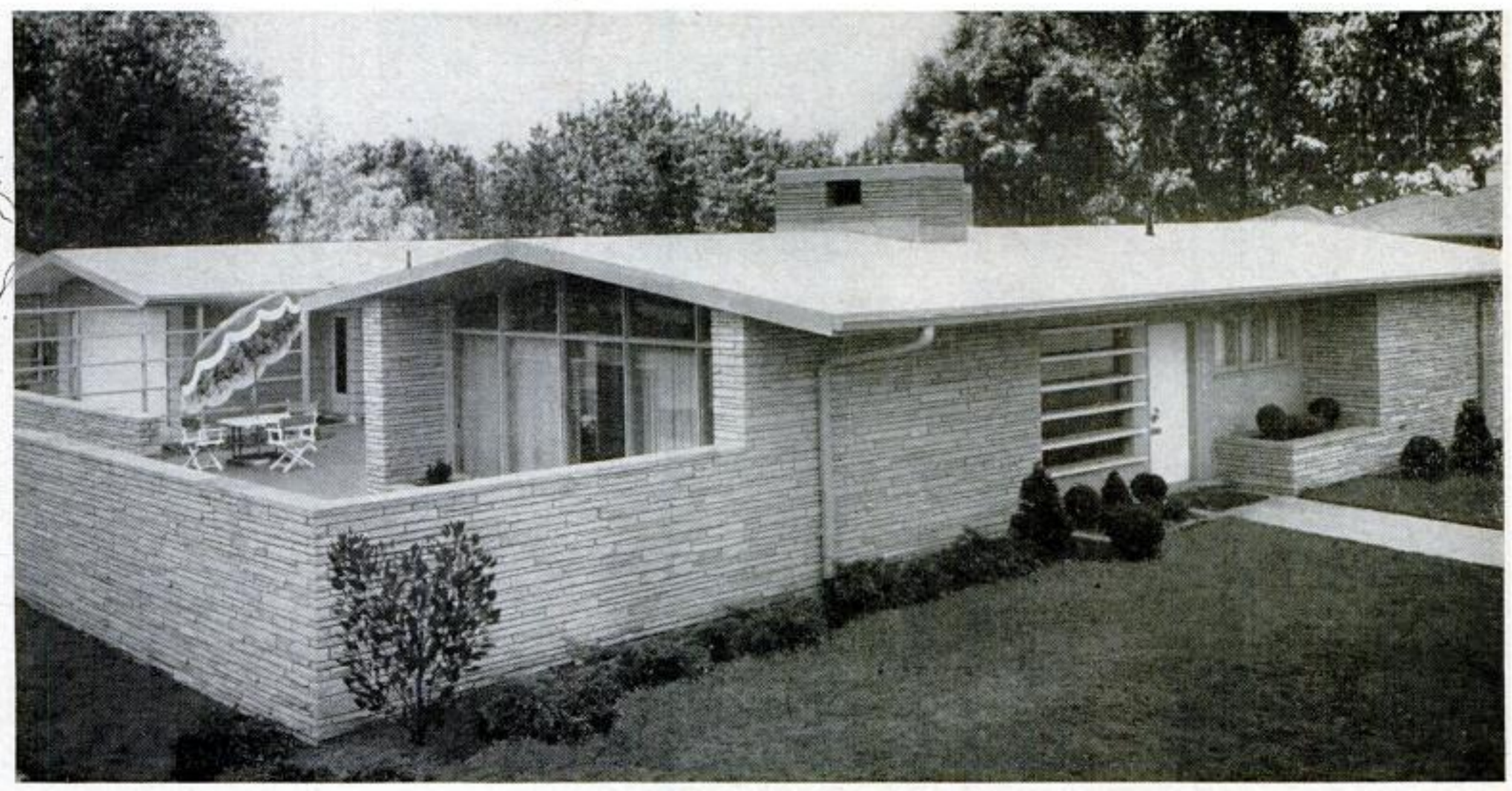
Downstairs in the lobby I was left momentarily with an enormous man dressed in olive drab and armed with a submachine gun.

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Picture windows . . . rambler floor plans . . . large fireplaces . . . these and many other developments have added a lot to the freedom and enjoyment of modern living. But they've brought forth new problems in comfort control, too.

To solve these problems the heating industry designed more efficient heat distribution systems—and Honeywell developed new temperature control systems.

One of the Honeywell systems described on this page can give you improved wintertime comfort you've never known before.

If your heating plant is up to date, probably all you need to enjoy the benefits of Climate Control is the right Honeywell Temperature Control System.

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☐ Electronic Moduflow ☐ Zone Control

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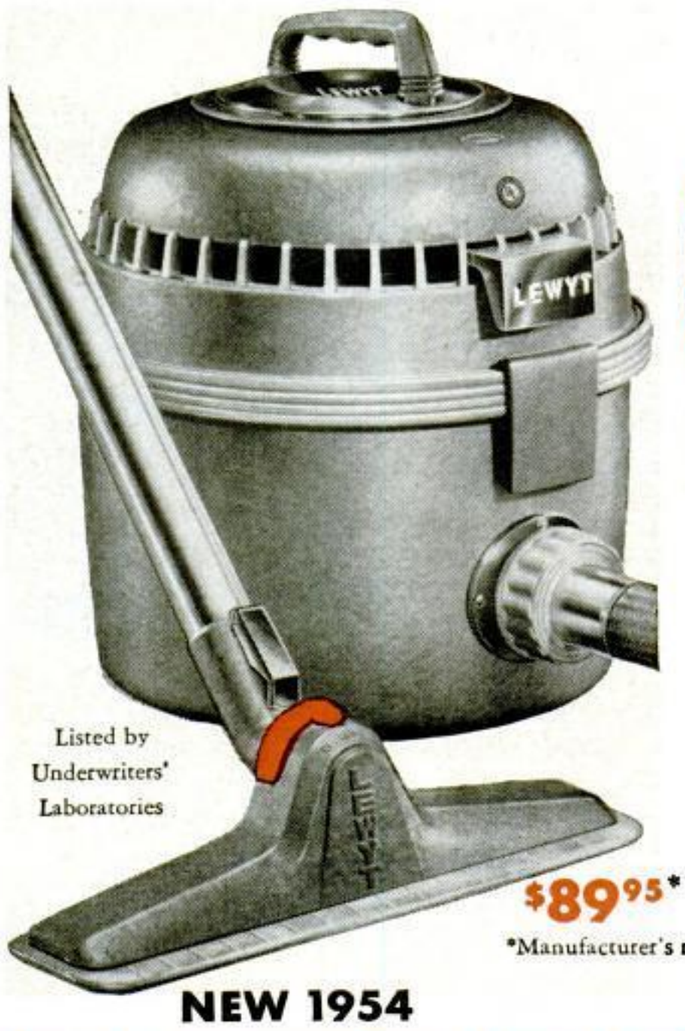
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THE "NO DUST BAG TO EMPTY" VACUUM CLEANER

WITH

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Never before such quick, easy care for your rugs!

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- **No extras to buy!** Comes with all tools to clean floor-to-ceiling!
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TWO UNLUCKY CZECHS named in Oatis case were Dr. Vlado Clementis (*left*), deposed foreign minister, and ex-Ambassador Vladimir Outrata.

WHY I CONFESSED CONTINUED

Then The Boss came back and said, "Hold out your hands." I did, and on my wrists he clamped a pair of handcuffs and locked them with a little key.

I was escorted out to a little Czech-built Škoda sedan and put between two plainclothesmen in the back seat, while two others sat in front. I was blindfolded and forced to bend forward, and we drove off. The ride was long, but at length we stopped. I was taken out of the car, still blindfolded. We walked through an echoing corridor, up several flights of stairs and then down another corridor. At last I was allowed to uncover my eyes and sit down.

I was looking across a desk into the pale, heavily pouched blue eyes of the ever-present Boss. He leaned toward me and said, "This is the best prison in Europe."

I wondered at the effrontery of any Czech Communist claiming to have anything better than the Soviet Union—even a prison. I later found out the reason for his boast. This was a secret prison five miles west of central Prague, in the village of Ruzyně—a prison devoted to the interrogation of suspects and their preparation for trial. Very few people, relatively, know about Ruzyně—only the politicians, priests, policemen, soldiers, clerks, doctors and workers who have endured its stuffy, stinking cells and the shouts and sneers of its interrogators.

"How many steps are there up here?" The Boss abruptly shot at me.

"Ninety."

"You're still a spy," The Boss said, and smiled.

It was a pretty grim joke. But I smiled too, politely. My head was clearer now from the fresh air and the walking. Somebody brought in a pan full of thick, fat slabs of raw bacon. They gave me some. I had not realized how hungry I was; I ate that raw bacon as if it had been a choice delicatessen item.

I ached in the neck, shoulders, arms and legs. I felt I should drop if I were forced to stand on my feet again. And so, to keep from being made to stand, I tried to answer The Boss's questions.

What about my dispatch on the disappearance of Clementis, the deposed prime minister?

I told them the story:

Early in February, Counselor Tyler Thompson told me the U.S. embassy had had a strange telephone call. The caller said he was a policeman and wanted to let the embassy know that the police had been hunting Dr. Clementis for three days.

There had been nothing in the papers about Clementis since the previous May, two months after he had lost his job as foreign minister. At that time he had confessed "errors" to a Communist conference in Bratislava. Thompson's tip suggested that he might have fled the country. It was something to check. I picked up two of my Czech colleagues and we went together to the Clementis apartment.

A small brunette answered the bell. One of my men asked, in Czech, for Dr. Clementis. She said he was not in, and shut the door.

While we stood there talking about what to do next, a man in a leather coat and a blue beret came into the lobby. The woman opened the door and told him we had been bothering her. He ordered us out of the house. I knew his garb. It was typical of the secret policemen I had seen in Prague hotel lobbies, looking after distinguished visitors. We walked out. He followed, and outside another plainclothesman joined him. They trailed us down the

CONTINUED ON PAGE 140

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street toward our car, and presently we saw two uniformed policemen coming toward us.

The four closed in on us. The plainclothesmen asked to see our identity cards. We showed these, and they took our names. Then they left. We drove back to the office.

I wrote a story to the effect that Clementis was missing from his apartment and that police were watching the place. I suggested in this dispatch that he was either out of the country or under arrest.

"Did you send that story to London?" The Boss asked triumphantly.

I said I had. Unofficial reporting? Yes. Espionage? Hardly.

The hours dragged by—seven, eight, nine in the morning. I had been awake 29 hours.

The Boss questioned me on a story I had filed to London several months before. I got it this way:

On the wire I saw a dispatch from Vienna reporting that a Czech flying student had escaped from Czechoslovakia by air. He had flown a light training plane from an airport near Brno to the vicinity of Braunau in the American zone of Austria.

Muntz saw the story too. He said he knew the man and the airport. He made a telephone call to check his information and get a little more. And I took what he gave me and wrote a short story and sent it to London.

I regarded it then as an inconsiderable item to be published below the Vienna dispatch—the kind of story editors call a "follow." But the police took a different view of it: they regarded it as espionage.

"Don't you see how that story could be used?" The Boss asked me.

I said I could not. So he explained: the American authorities in Austria, he said, would want to use the refugee as an agent. But they would first have to see whether he was truthful.

They could question him. But they would have no way of knowing whether he was telling a straight story unless they had something to check his story against. And my "follow" would give them that.

The Boss left before noon, but others carried on.

The afternoon passed slowly. By 4 p.m. I had been up 36 hours, and I was nearing a state of numbness. Throughout the day I had had nothing to eat but raw bacon. But around half-past six, after the lights had gone on, I was given a breaded veal cutlet. It was good, and I soon finished it.

'A spy. Another spy!'

BY the time I had eaten my supper The Boss was back. He walked in, leered at me and asked about a writer acquaintance of mine, Jiří Mucha.

He hissed, "A spy."

He talked about the recently recalled ambassador to the U.S., Dr. Vladimir Outrata. He said, "Another spy!"

I passed through my 40th hour without sleep.

Then I was asked to tell again how I had got a list of known or supposed military sites from Atwood, the American military attaché.

I had already signed a statement to the effect that in so doing I had gathered military information in Czechoslovakia and thus had committed espionage. Though a lawyer could justly question whether this was in fact secret—and therefore illegal—information, there was no question about the fact that I had collected it. That part of that statement was true.

Now the police wrote another statement and put it before me to sign. This would have had me admit that I gave military information to Thompson and Atwood and in that way also broke the espionage law. The statement would have had me admitting an intent that I did not have—an intent to commit espionage. I refused to sign it.

"I want to go to bed," I said thickly.

"Just rewrite this for us the way you want it, and then you can go to bed," said The Boss.

I rewrote it the way I wanted it. They took it away and then returned with it rewritten again—this time the way *they* wanted it. They ordered me to sign it.

"You told me if I'd rewrite it I could go to bed," I mumbled.

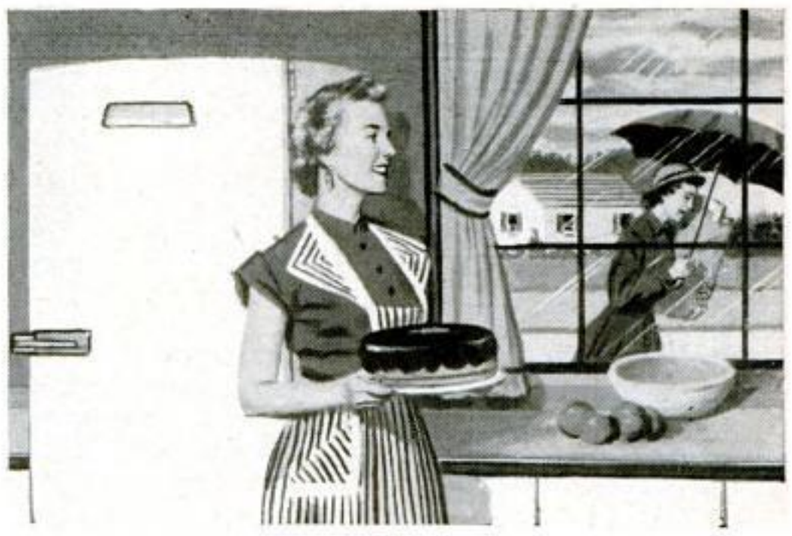
"Just sign this and then you can go to bed."

The room was whirling. I could not seem to make my eyes—or my brain—focus. I wanted time to think. I knew that this was a great and perhaps fatal step: if I signed, I would be confessing to something I had not done. I wanted to consider what I

CONTINUED ON PAGE 142

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GENERAL ELECTRIC

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might be doing to myself by signing this document—and what I might be doing by refusing to sign it. But there was something else I wanted more.

That was sleep. I had been awake 42 hours. Through that time, almost without letup, I had been questioned, browbeaten and berated. I was limp with fatigue. My eyes kept falling shut, my mind kept blanking out. My future might lie in the balance, but the future must take care of itself. Tomorrow was another day. Tonight was what bore me down. I must end it somehow. There seemed only one way to do that, and that was to sign the confession.

So I signed it.

The 42 hours had finished me. I had gone to embassy people for help in my unofficial reporting, a procedure followed by journalists everywhere, but now I had confessed the opposite. I had signed a paper saying I went to the embassy to deliver information rather than to obtain it. I had not chosen to thus abandon the truth—the choice had been made for me. But once abandoned, truth could not be reclaimed.

Two days later an StB lieutenant, a tall, rawboned young man with brown hair, yellow eyes and a sardonic smile, began writing my "protocol"—the confession I would read in court. Each part began by saying that I had been "acquainted with the material and warned to tell the truth." On each page I was told to write: "I have read this. I have approved it. I have signed it. William Nathan Oatis."

Threats and promises

AT first, the record was factual, and I signed it readily. Then, as the lieutenant worked it over, distortions began to appear. I argued, but they no longer seemed important. I signed. A month later I was offered a statement which said I had gone to a Japanese language school run by the Military Intelligence service at the University of Michigan in 1945. True. The statement also said Colonel Atwood had gone to school there. True. Then it wound up by saying he was a spy and I knew he was a spy and gave him information for that reason. False. I argued—and signed.

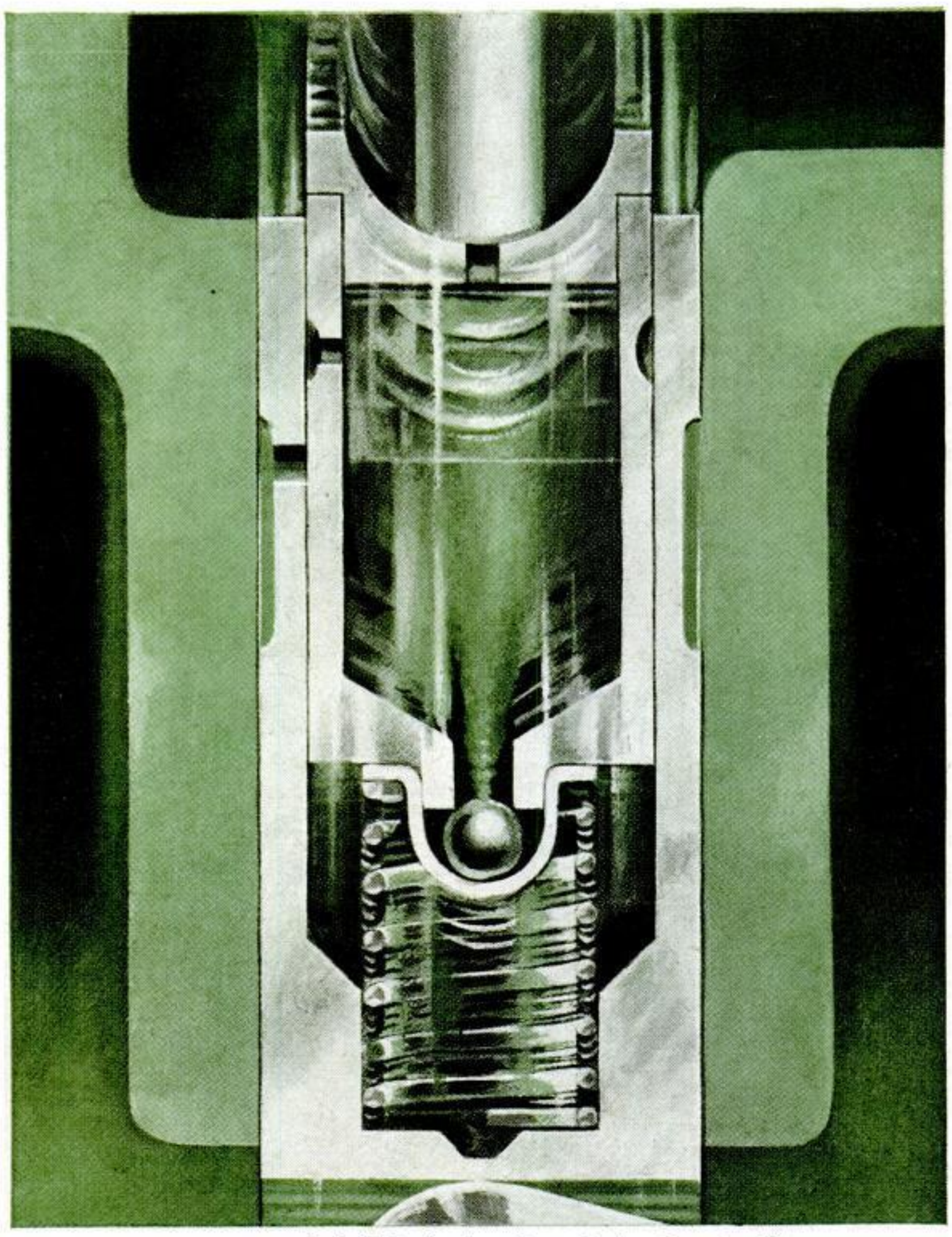
I felt I had to. I had reached the conclusion common to Ruzyně prisoners: the secret police have you. They can keep you as long as they please. And they will—until you give them what they want. My real trial was not held in the State Court, but in the prison, in secret, without counsel. For my interrogators I talked, then I signed a confession, and finally I recited it in court. They did not work with drugs. They worked with hope and fear and deception and confusion and power. Sometimes it was a vague threat of mistreatment that moved me to do their bidding, sometimes an outright promise of freedom.

Sometimes it was the overwhelming pressure of fatigue. Sometimes it was the compulsion of an undeniable fact, sometimes the ambiguity of a deceptive fiction. But most of all it was my knowledge of their power and my helplessness, and my conviction that to confess, and to confess what they wanted me to confess, was my only way out.

It was not a way out, of course. There wasn't any. But I didn't know that until the judge said, "*Deset let* (ten years)!" and the doors of Ruzyně closed behind me.



REUNITED AND HOME, Oatis and his wife descend from transatlantic plane. Mrs. Oatis flew to New York to meet husband when he was released.



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Opens and closes 2324 times per minute

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Tonight! Go where Glamour is...



JULIA ADAMS, starring in "Wings of The Hawk" in 3-Dimensions. A Universal-International Picture. Color by Technicolor.



JUNE ALLYSON, co-starring in "Executive Suite." An M-G-M Picture.



PIER ANGELI, co-starring in "The Flame and The Flesh." An M-G-M Picture.



ANNE BAXTER, starring in "Carnival." An RKO-Radio Release.



ANN BLYTH, co-starring in "All The Brothers Were Valiant." An M-G-M Picture. Color by Technicolor.



RHONDA FLEMING, co-starring in "Those Sisters From Seattle." A Paramount Picture in 3-Dimensions. Color by Technicolor.



AVA GARDNER, co-starring in "Mogambo." An M-G-M Picture. Color by Technicolor.



MITZI GAYNOR, starring in "Three Young Texans." A 20th Century-Fox Prod. Color by Technicolor.



BETTY GRABLE, starring in "How To Marry A Millionaire." A 20th Century-Fox Prod. in CinemaScope. Color by Technicolor.



KATHRYN GRAYSON, co-starring in "Kiss Me Kate." An M-G-M Prod. Print by Technicolor.



BETTY HUTTON
Popular Motion Picture Star.



DEBORAH KERR, co-starring in "Julius Caesar." An M-G-M Picture.



DOROTHY LAMOUR
Appearing in Paramount Pictures.



PIPER LAURIE, starring in "The Golden Blade." A Universal-International Picture. Color by Technicolor.



JANET LEIGH
An M-G-M Star.



MARILYN MONROE, starring in "How To Marry a Millionaire." A 20th Century-Fox Prod. in CinemaScope. Color by Technicolor



MAUREEN O'HARA, starring in "War Arrow." A Universal-International Picture. Color by Technicolor.



DEBRA PAGET, starring in "The Story of Demetrius." A 20th Century-Fox Prod. in CinemaScope. Color by Technicolor.



ELEANOR PARKER, co-starring in "Fort Bravo." An M-G-M Picture.



JANE POWELL, co-starring in "Hit The Deck." An M-G-M Picture. Color by Technicolor.



DEBBIE REYNOLDS, co-starring in "Affairs Of Dobie Gillis." An M-G-M Picture.



RUTH ROMAN, co-starring in "Blowing Wild." A United States Pictures Prod. A Warner Bros. Release.



JANE RUSSELL, starring in RKO-Radio's "The French Line." Color by Technicolor.



ANN SHERIDAN
Beautiful Motion Picture Star.



BARBARA STANWYCK, co-starring in "The Moonlighter." J. B. Prod. in 3-D. Released by Warner Bros.

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Step out and see a great movie!



CORINNE CALVET, co-starring in "Flight to Tangier." A Paramount Picture in 3-Dimensions. Color by Technicolor.



CLAUDETTE COLBERT, starring in "Destiny." Produced by London Continental Films.



JEANNE CRAIN, starring in "Dangerous Crossing." A 20th Century-Fox Prod.



ARLENE DAHL, co-starring in "Here Come The Girls." A Paramount Picture. Color by Technicolor.



YVONNE DE CARLO, starring in "Fort Algiers." An Eddie Alperson Prod.



SUSAN HAYWARD, starring in "The Story of Demetrius." A 20th Century-Fox Prod. in CinemaScope. Color by Technicolor.



VIRGINIA MAYO, co-starring in "South Sea Woman." A Warner Bros. Prod.



VERA RALSTON, starring in "Fair Wind To Java." A Republic Picture.

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Tonight, spend an enchanting evening . . . with any one of these stars, who brings glamour to the movie theatre in your neighborhood.

You'll love seeing her, in her latest and greatest movie. And as you thrill to her beauty, how exciting to know that you can share a beauty secret known to all the top stars of Hollywood—famous Lustre-Creme Shampoo.

Yes, all the stars you see here . . . in fact, 4 out of 5 top Hollywood stars . . . use Lustre-Creme Shampoo. On the set, on location and at home, these top stars make Lustre-Creme their *personal* and *professional* shampoo choice. Their hair stylists recommend it, too!

Lustre-Creme Shampoo is blessed with lanolin . . . never dulls or dries a star's hair . . . even when it's subjected to hot lights, daily shampoos and hard water. Lustre-Creme's fragrant, instant lather "shines" as it cleans . . . always leaves hair soft and manageable, tamed to any whim of brush and comb.

If you would win glamour . . . have hair that behaves like the angels and shines like the stars . . . use the favorite beauty shampoo of 4 out of 5 top Hollywood stars . . .

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Yes! Now take your choice:
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Famous Cream Form in jars or tubes, 27¢ to $1. (*Big economy size, $2.*)



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RITA HAYWORTH, starring in "Miss Sadie Thompson." A Beckworth Prod. A Columbia Picture. Color by Technicolor.



ANN MILLER, co-starring in "Kiss Me Kate." An M-G-M Picture. Print by Technicolor.



DONNA REED, starring in "From Here To Eternity." A Columbia Picture.



JAN STERLING, co-starring in "Alaska Seas." A Paramount Picture.



ELIZABETH TAYLOR, co-starring in "Rhapsody." An M-G-M Picture. Color by Technicolor.



LANA TURNER, co-starring in "The Flame and The Flesh." An M-G-M Picture. Color by Technicolor.



ESTHER WILLIAMS, co-starring in "Easy To Love." An M-G-M Picture. Color by Technicolor.



JANE WYMAN, starring in "So Big." A Warner Bros. Prod.

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IN UNCERTAIN WONDER Hansen tilts wife's chair for look at his new baby, then 1½ months old.

A HAPPY PROBLEM

Wheelchair parents solve difficulties of caring for baby

The Joy Hansens of Salt Lake City have found life magically complicated since the arrival of their first-born, Paul, 11 months ago. The Hansens, both victims of polio, are confined to wheelchairs, and the wearying routine of caring for their son is doubly difficult and exhausting for them. When Paul began to crawl, Joy had to sweep the floor extra-clean from his wheelchair to make sure it was free of pins and other baby edibles. When they took Paul for an airing, Joy, who has to use both hands to run his wheelchair, rigged up a safety belt for him. Paul could climb easily into their chairs, but when someone who stands up first picked him up it took his breath away. Marveling at their son, the Hansens say, "God has been very good to us." But to keep from spoiling Paul, Mrs. Hansen is expecting another baby in February.



OUT FOR AIRING, MRS. HANSEN TRUNDLES PAUL DOWN RAMP FROM DOOR →

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WESTERN UNION



SAWING BATHINETTE, Joy cuts it down to size so he and his wife can bathe Paul from wheelchairs. This solved one of the chief problems that had bothered the parents.



BATHING BABY, Joy soaps him while Anna holds his head steady. The method is efficient but usually spills water on floor which Joy has to mop from his wheelchair.



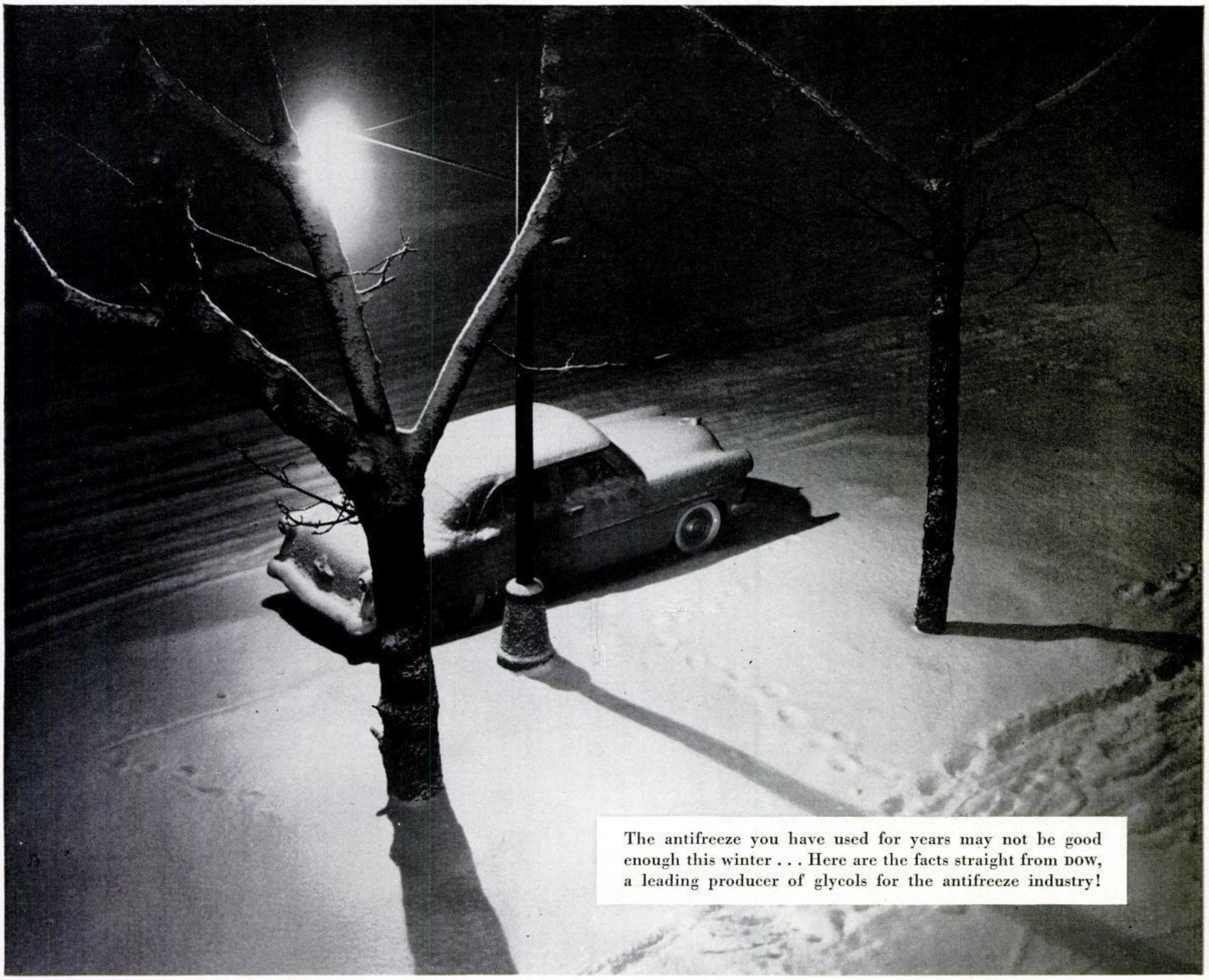
WASHING PAUL'S CLOTHES, Anna boils them on stove then Joy wheels them over, hangs them on rack. Like all parents, Hansens were astonished at clothes Paul used.

CONTINUED ON PAGE 150

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Before you buy any antifreeze

. . . Read why some are far better for the life of your car!



The antifreeze you have used for years may not be good enough this winter . . . Here are the facts straight from DOW, a leading producer of glycols for the antifreeze industry!

WINTER hasn't changed, but your car has . . . the modern automobile not only represents a major investment; it is literally an engineering masterpiece. It requires modern gasoline and oil and *should be protected with a modern permanent antifreeze.*

Extensive research in Dow's Product Evaluation Laboratories dramatically illustrates the fact that old-fashioned, temporary, "freeze-up" protection simply isn't enough. You may "get by" with it, but only a *permanent antifreeze* can give your car complete protection against freezing *all winter!*

Yet tests on modern engines and cooling systems show this is only one part of the cold weather protection your car should have. In addition, your car needs protection against the costly hidden damage of rust which clogs the cooling system, impairs its efficiency, and ultimately ruins it; protection against the possibility of the antifreeze seeping into the combustion chamber to form "varnish" on the cylinder walls; and protection against the loss of the antifreeze itself through foaming. Your car will have *all of this valuable, extra, cooling-system protection with a modern permanent antifreeze in the radiator.*

Here is all you need do to be sure . . . insist on a permanent antifreeze bearing the *brand name* of your favorite gasoline, automobile or tire manufacturer. Several leading brands now offer you the new triple-protection ingredient, TRI-PRO.* Recently developed by Dow for the antifreeze industry, TRI-PRO may not yet be available in your community. But, wherever you live, buy a good *permanent* antifreeze . . . in the long run you'll find it far better for the life of your car. *Trade Mark

Published as a service to the modern American Motorist by THE DOW CHEMICAL COMPANY DOW

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BABY'S FIRST STEPS, a miracle to all parents, seem even more miraculous to the Hansens. They are launched boldly as father and mother teach Paul to walk by supporting him from their wheelchairs. Anna was just about Paul's own age when she came down with polio and has not walked since. Joy, who is a bookkeeper, has been confined to a wheelchair since the age of 9.

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The new plastic bandage

CURAD®

stays on till you take it off *(AND LEAVES NO STICKY MESS)*



A CURAD sticks so tight it supports up to 4,560 times its own weight! Won't come unstuck—even in water.



A CURAD stays neat, stays clean and stays *on*—even in soapy water. Outlasts three old-style bandages. Paper-thin and elastic—fits like your skin.



Old-style cloth bandages soon get ragged and messy-looking. Not a CURAD. It has no cloth to catch dirt or ravel. Doesn't come loose in water. It's waterproof.

New wonder drug in CURAD fights all 28 common wound germs

Only CURAD contains Furacin*-Tyrothricin, the new germ fighter that killed or inhibited all 28 common wound bacteria in laboratory tests. This medication will not stain your hands or clothes.

*Eaton Laboratories, Inc., brand of nitrofurazone

BAUER & BLACK

Division of The Kendall Co.

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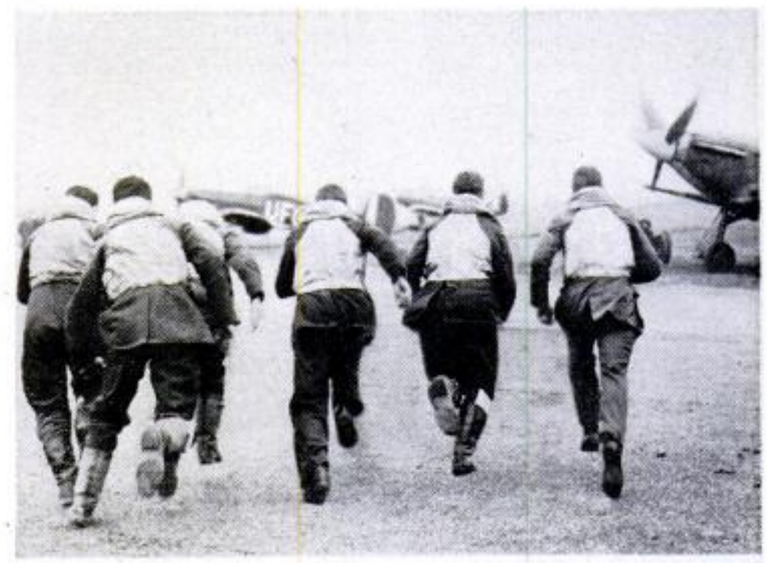
WILBUR WRIGHT is here shown carrying gasoline to plane for one of man's earliest powered flights. Girl is believed to be Harriet Quimby, America's first woman pilot. Continuous oil research for 50 years makes the difference between the gasoline in Wilbur Wright's 5 gallon can and the special jet fuels and aviation gasolines in the tanks of today's planes.



1911—EARLE OVINGTON, pilot of first experimental air-mail run, gets mail sack from Postmaster General Hitchcock before 10 mile flight. Better planes, fuels and lubricants later made dependable air-mail service possible.



1927—CHARLES LINDBERGH—(arrow) stands by as the Spirit of St. Louis is fueled for its historic flight from New York to Paris. Over 450 gallons of gasoline were poured by hand into the plane's tanks.



1940—"SCRAMBLE"—RAF pilots race toward their Spitfires to repel Luftwaffe attack. British call American-produced 100 octane gasoline, which Germans didn't have in quantity—the margin of victory in the Battle of Britain.

They brought you the Age of Flight because

They Were Free To Try The Impossible

In 1903 "experts" said it was impossible for a powered heavier-than-air machine to fly. But the Wright Brothers weren't discouraged by the experts. Free to put energy and money into a challenge to the impossible, they flew at Kitty Hawk—opened up the Age of Flight—created new jobs and opportunities for millions.

This same freedom—under a system where the opportunity for rewards exists—has also been a major reason for the constant progress U.S. oilmen have made.

Just one example—in the early thirties the experts said it was impossible to produce low-cost 100 octane aviation gasoline. But U.S. oil companies, competing with each other, stubbornly invested millions learning how—long before a market for the product existed.

When World War II came, the oilmen were ready. And 100 octane gasoline, which the Germans never had in quantity, was one vital key to victory because it gave Allied planes vastly greater speed, range and maneuverability.

Because they were free to try the impossible again and again, oilmen, like the men of aviation, have served you and the nation well in the 50 years since Kitty Hawk. They will continue to search out new horizons for you so long as this great American freedom exists.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N. Y.



1953—OFF KOREA—carrier jets being refueled at sea. Even though new jets gulp fuel 8 times faster than World War II planes, U. S. oilmen are keeping ahead of record demands for these special fuels.

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GNARLED STUMP OF THE 450-YEAR-OLD ELM TREE IS NOW GIRDLED BY CONCRETE MOLDED TO LOOK LIKE WOOD

Luther's Tree

ITS WOOD HELPS TO REBUILD AN ANCIENT CHURCH

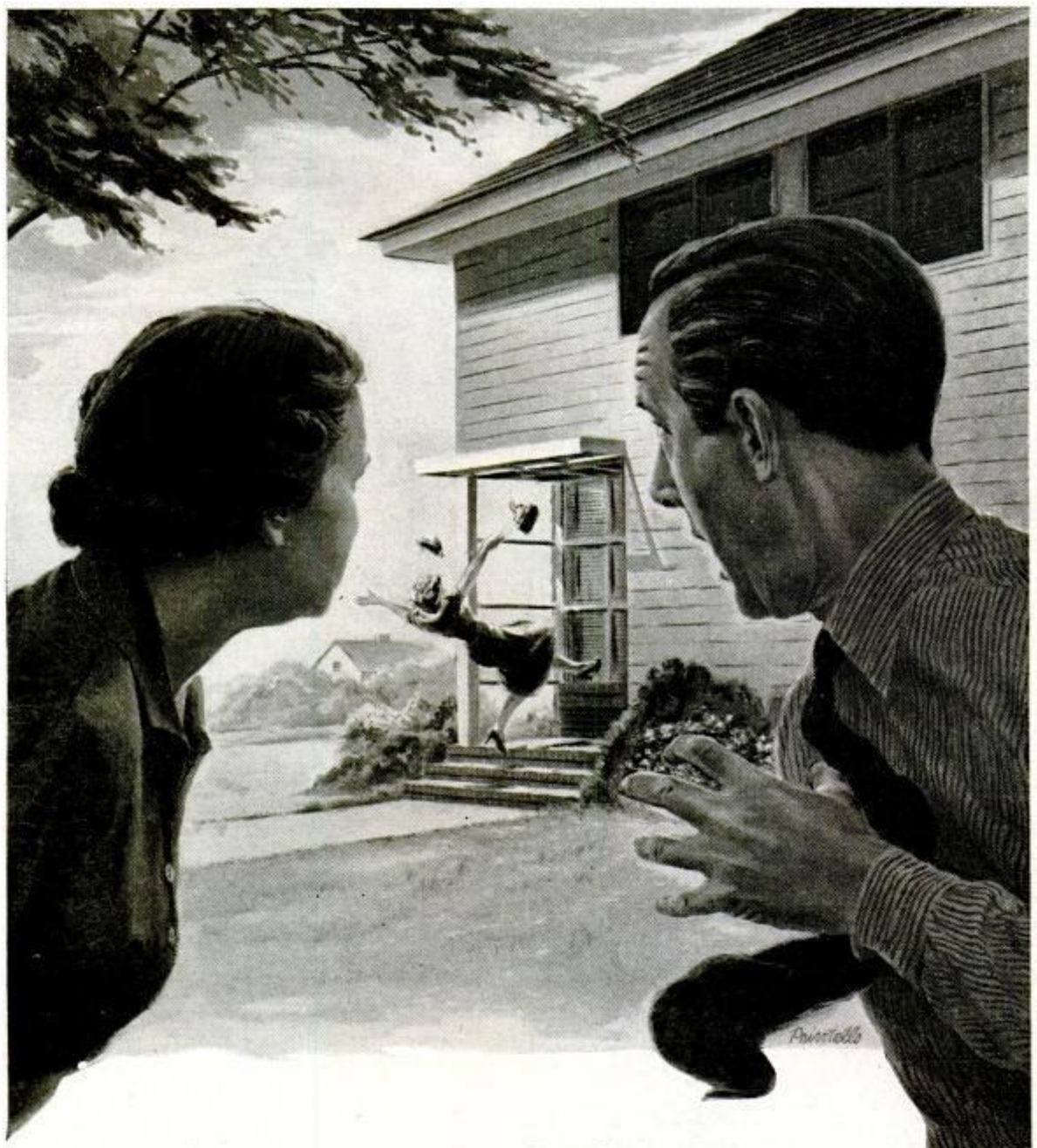
For centuries a giant elm, whose rooted stump still stands (*above*), grew in Worms, Germany, the city where Martin Luther was excommunicated by the Catholic Church in 1521. Around the elm grew many legends, the most durable of which was about two burghers of Worms who got into a fight over the religion Luther had founded. One burgher, enraged when his opponent pooh-poohed protestantism as a passing fad, jammed his stick in the ground and shouted, "As certainly as this stick shall take root and grow into a tree, so will Luther's faith remain."

The stick took root and a tree grew. Known as *Lutherbaum* (Luther's tree), it outlasted weather, time and a 1945 blitz which destroyed the 1,100-year-old Magnuskirche, the church where Luther defended his heresies 400 years ago. But in 1947 the tree had rotted badly and thrifty Lutherans decided to cut it down to help rebuild their church. By last week the faithful elm, carved into relics and sold in Europe and the U.S., had already earned $4,000.

CONTINUED ON NEXT PAGE



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The one false step that brought me into court!

If you own property, take a tip from this experience of mine

(A true story from Company File #69L19482)

"My wife and I live in a two-family house. We own it, but rent out the upper floor. Not long ago I noticed a loose brick in the front steps, but made the mistake of not getting it fixed right away.

Meanwhile, my tenant's daughter came to visit her and stepped on that loose brick. Before my horrified eyes she crashed on her back. Badly hurt, she later sued for $25,000.

Our Comprehensive Personal Liability policy proved a godsend. Without it we might have lost our home. As it was, the insurance company arranged a settlement, paid the claim and the legal expense, as well."

This property owner had protection against damage suits. Have you?

Maybe you're one of those who say "I'll take a chance. Nothing may happen on *my* property."

But is that risk worth taking when as little as four cents a day buys you $25,000 Comprehensive Personal Liability Insurance and protection against such claims?

No; of course not! So see your Hartford Accident and Indemnity Company Agent or your own insurance broker. Have him tell you the important points about Personal Liability coverage. There's a Hartford Accident and Indemnity Company Agent in practically every locality. See him at once.

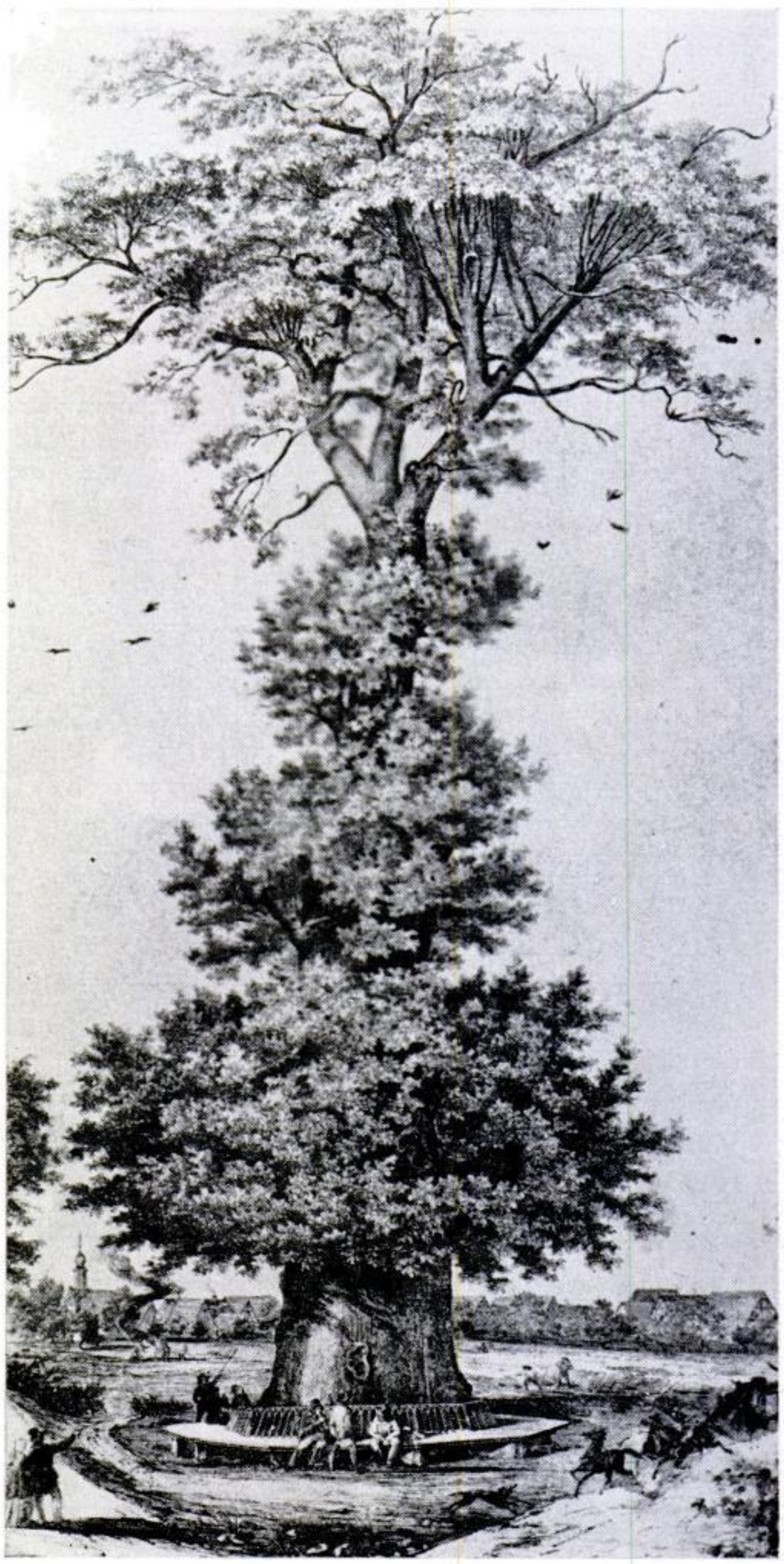


Year in and year out you'll do well with the

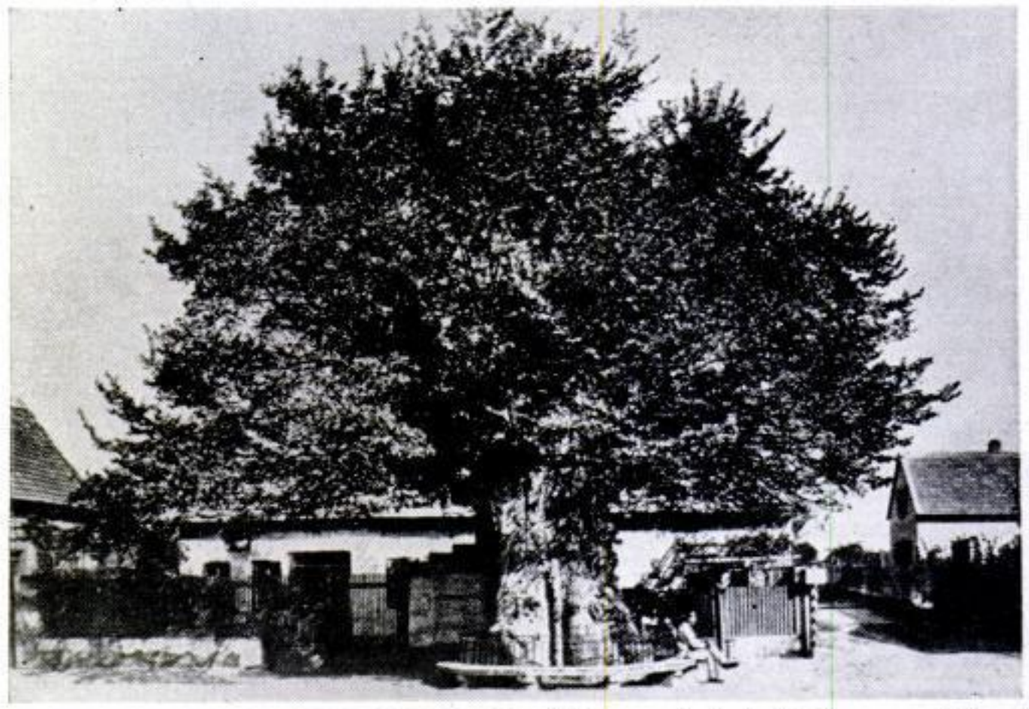
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Hartford Fire Insurance Company • Hartford Accident and Indemnity Company
Hartford Live Stock Insurance Company • *Hartford 15, Connecticut*

LUTHER'S TREE CONTINUED



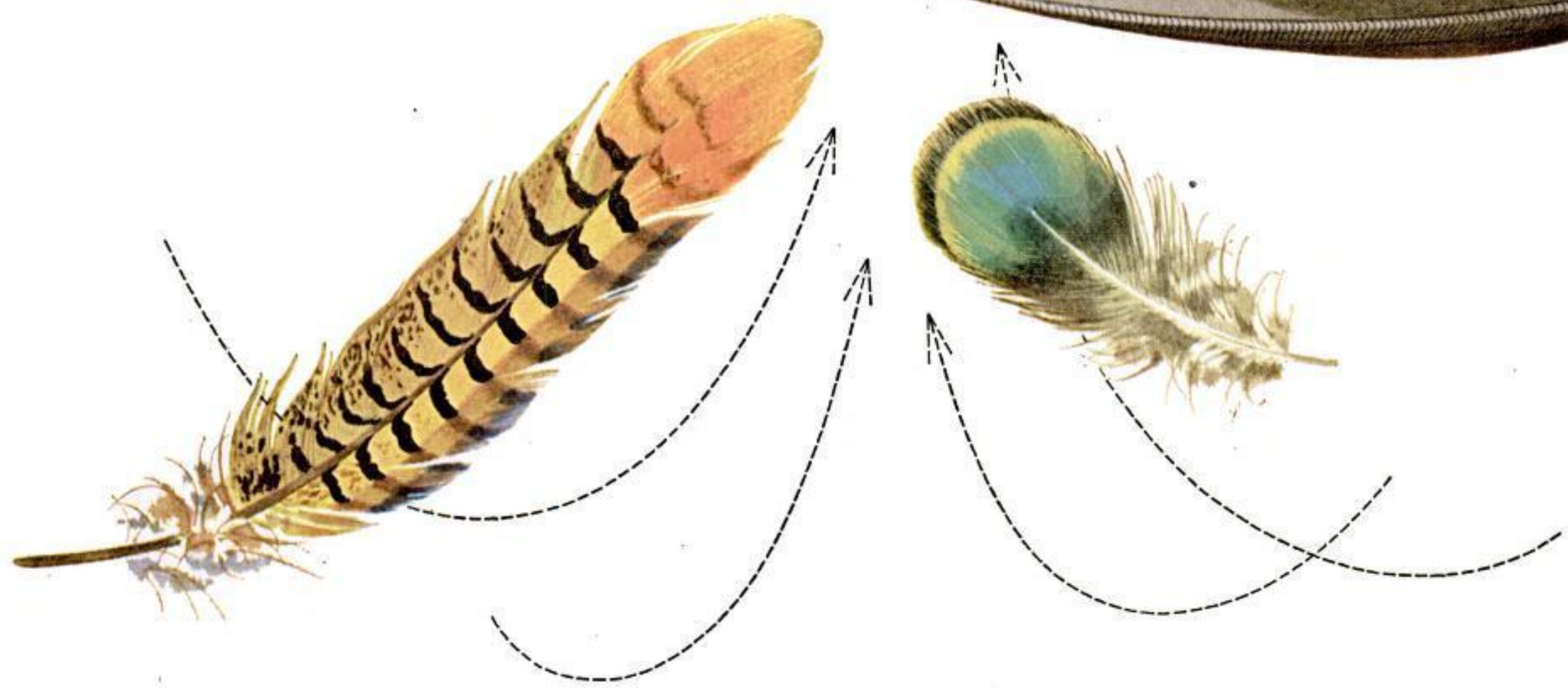
IN ITS PRIME the flourishing tree was more than 140 feet high and, as shown in this engraving made about 1800, had a curious shape. According to another legend the elm got its name when Luther sat under it to rest after he had been called before the Diet of Worms in 1521 to recant his heresies.



STUNTED BY LIGHTNING BOLT which struck it in 1871, tree still had heavy foliage when this early photograph was taken. In 1922 tree surgeons tried to check rot with concrete, were only partially successful. When the tree was cut down in 1949, growth rings revealed it was at least 450 years old.

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This lighter-weight headlines your fall apparel

Colder weather once called for a heavyweight wardrobe. But now look: Clothes and hats are lighter. Fall apparel doesn't penalize you with poundage--and the headliner in lighter-weight hats is Champ. Look closely at this new four-season Champ--Featherweight is the name. Here light weight and style are blended into such comfort you hardly know you've got a hat on your head. The Featherweight is crafted from imported Kasmir fur-felt. And pre-creased to hold its fresh-out-of-the-hatbox shape in any weather. At men's stores and department stores everywhere, $7.50.

Other Champ lighter-weights and regular-weights, $7.50, $8.50, $10 and $12.50. Individually boxed.

CHAMP

LIGHTER-WEIGHTS

Illustrated in metal tan is the Champ Featherweight, $7.50. ©1953. Champ Hats, Inc., 350 Fifth Avenue, New York.

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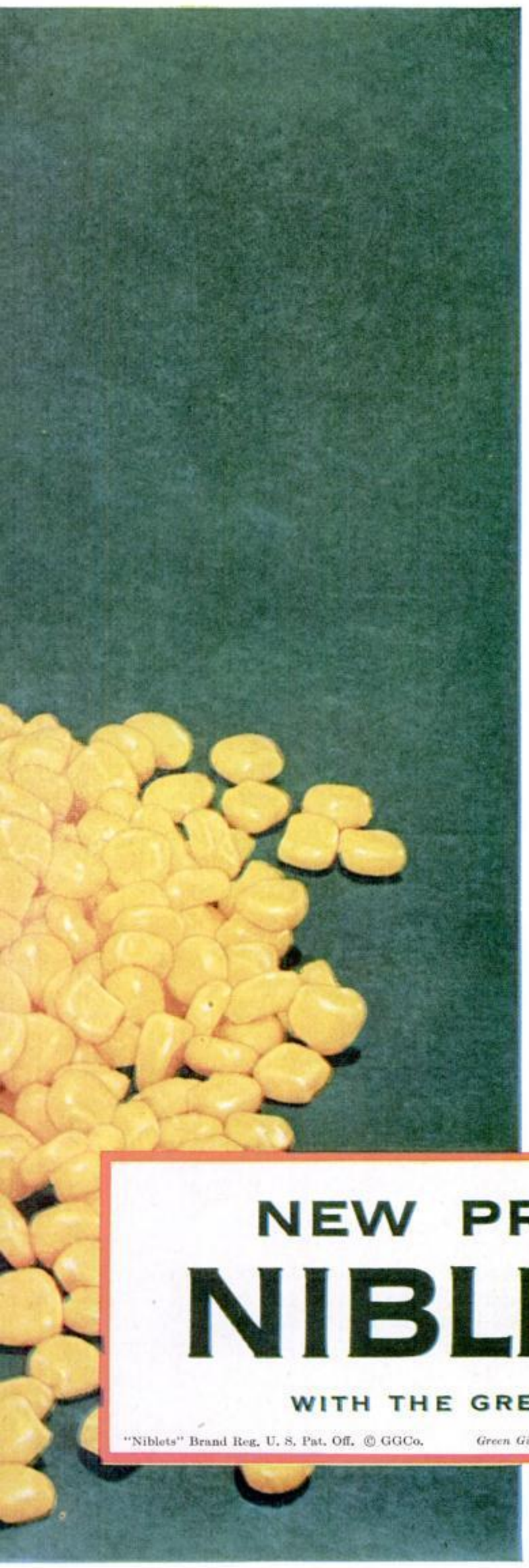
NEW PROCESS MAKES

NEW



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POSSIBLE CORN



New Niblets Brand tastes and looks as no canned corn ever did before!

You can even see the difference! New natural flavor, new natural color!

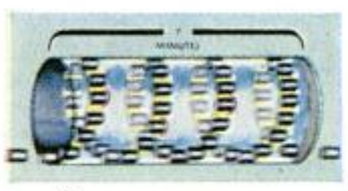
Now the Green Giant has found a way to cook his Niblets Brand Corn just as quickly as *you* cook corn-on-the-cob in your own kitchen. Through an amazing new "fresh-flavor" process, he is able to do the job five times faster than before . . . in 7 minutes instead of 35.

The result: America's most popular corn —Niblets Brand—has new natural color and flavor never found before in canned corn.

The "fresh-flavor" process took many years and more than two million dollars to develop. Huge quick-cookers had to be manufactured—each as long as a boxcar.

All this, you'll agree, was well worth it. New Niblets Brand has the same natural color, the same tender flavor, the same farm-freshness it had when picked from the stalk at the *fleeting moment of perfect flavor*.

You can tell new Niblets Brand Vacuum-Packed Corn by the new red spot on the familiar 12-ounce can. See for yourself what it does for dinner tonight.



New "Fresh-Flavor" Process. New Niblets is quick-cooked in 7 minutes as it speeds over a mile-long spiral track. This stops nature's clock—makes freshness stand still.



Former Process. Corn is "still-cooked" in steam retorts for about 35 minutes. This long slow cook slightly caramelizes natural corn sugar, toughens skins, discolors kernels.



NEW PROCESS

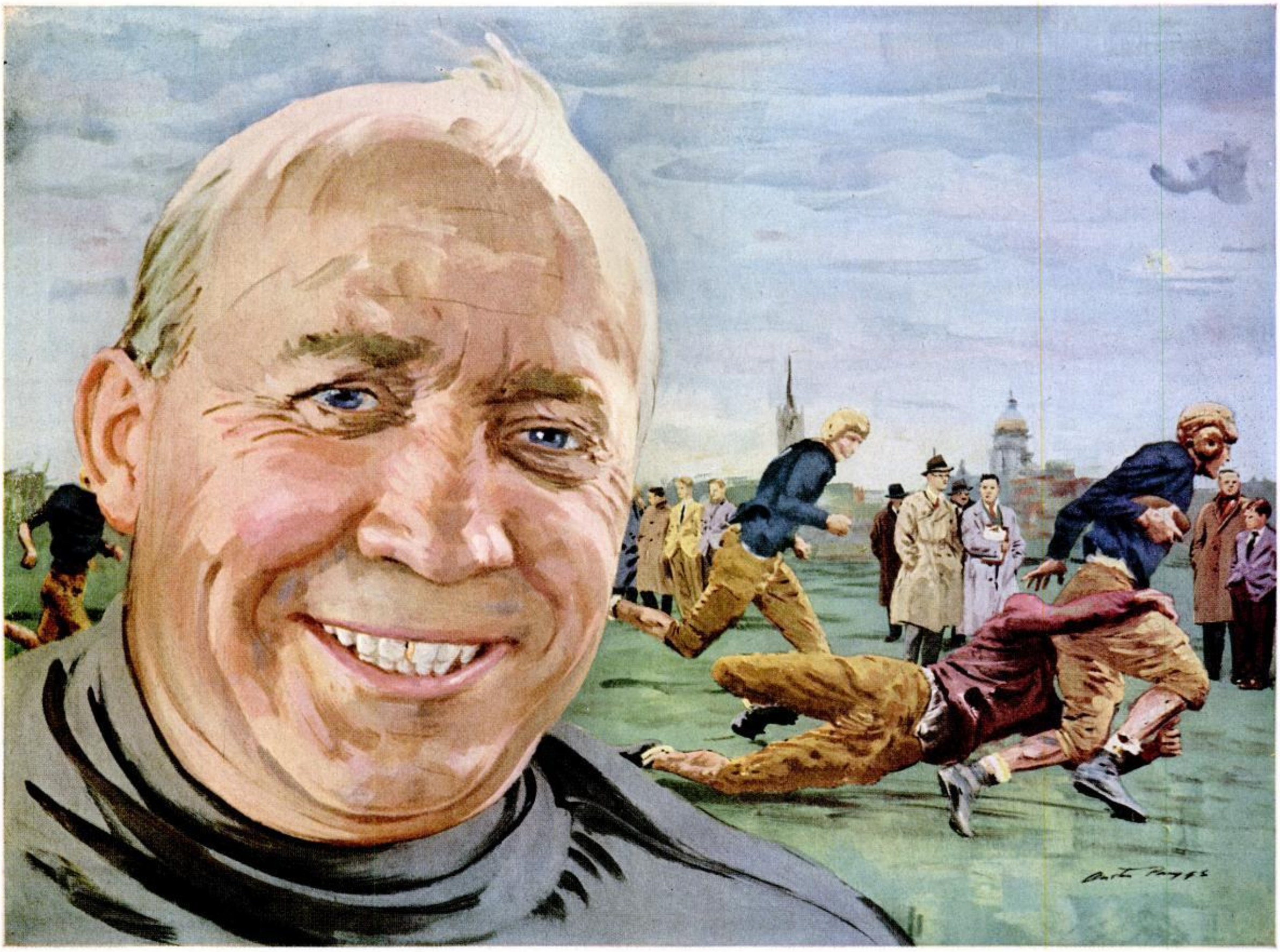
NIBLETS BRAND WHOLE KERNEL CORN

WITH THE GREEN GIANT ON THE LABEL

"Niblets" Brand Reg. U. S. Pat. Off. © GGCo. *Green Giant Company, headquarters, Le Sueur, Minnesota.*

Look for the new flavor spot at your grocer's now →

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They called him The Man-Maker

KNUTE ROCKNE was a big homely man with a wide, warm grin
and a tough jaw and the kindest blue eyes you ever saw.
He spent most of his life in a pair of messy canvas pants and a
sweatshirt, and people looked surprised any time he turned up
in a normal collar and tie.

But when Knute Rockne went out of this world, even the President
of the United States felt the loss, and wrote a message to the nation.
And that seems odd when you consider that all Knute ever did
was play a game. It's odd, that is, until you think about it.

Knute's game, as nobody needs to tell you, was football.
Knute practically invented football. He thought football the way
Beethoven thought symphonies. He was a natural.

Down at Notre Dame, Knute would round up a bunch of ordinary
healthy fellows, and go to work on them. He'd teach them
how to run, how to stand firm, how to fall down, how to take care
of themselves and live right. Boys would grow two inches in every
direction under Knute's training. But he wasn't just a
muscle man; Knute was a thinker, too. He'd invent plays that
would leave the other team wishing they had thought of them first.
He made football an exercise for the wits as well as the body.

And Knute could talk. He could talk you into being twice
as big, twice as fast, twice as good as you thought
you were. They say that one time, after one of Knute's
locker-room sermons, one of the boys was so fired up with righteous spirit
that he dashed out the wrong door and landed in the swimming pool.
(Knute always enjoyed that story even if it wasn't true.)

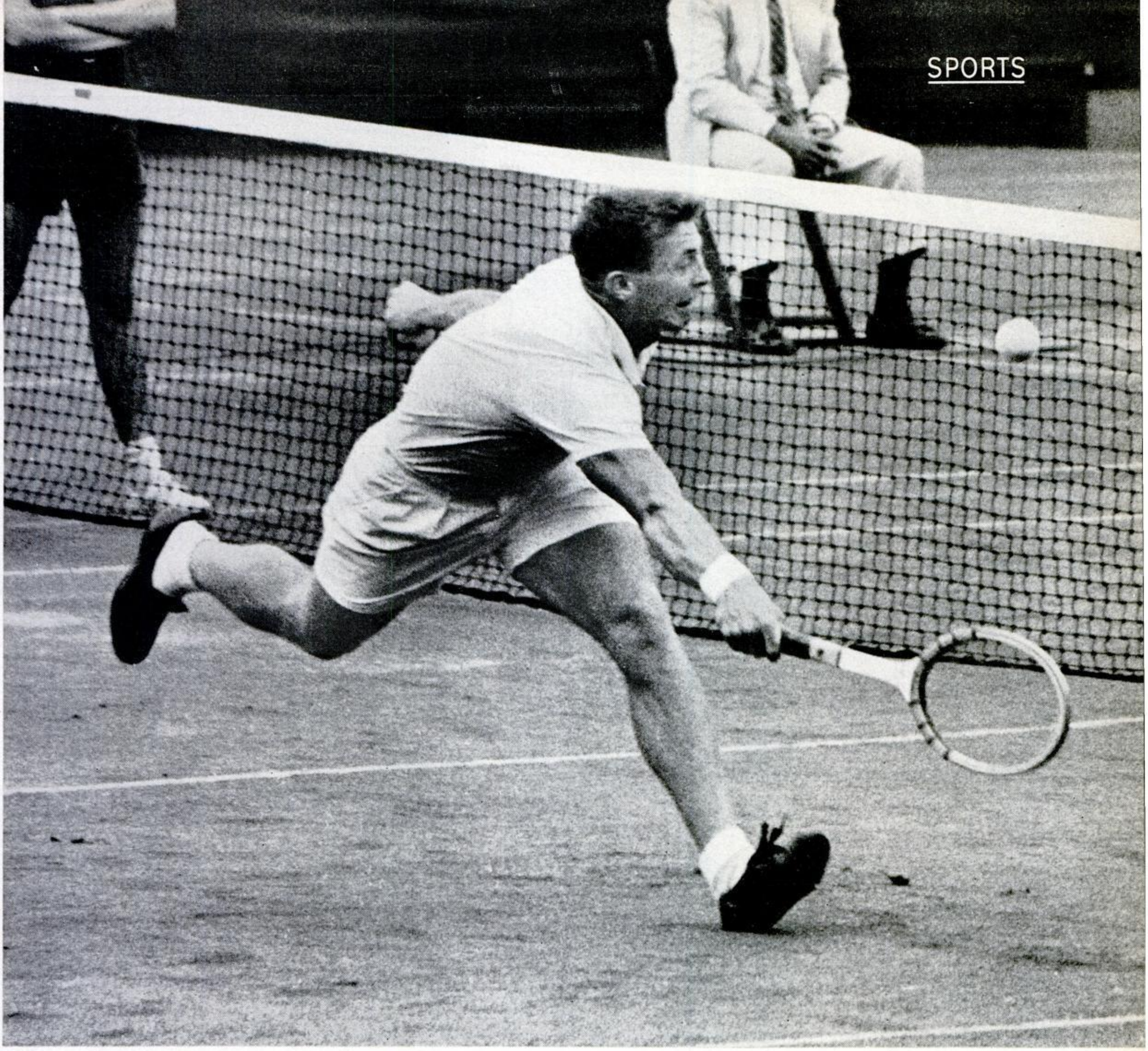
You can look up the records if you want to—
so many winning teams, so many victories, so many fine players.
No doubt about it, Knute was the great man of football.
But sometimes when you talk to fellows who knew him,
now that they've had a chance to think about it, you get the idea
that football wasn't Knute's game at all. Maybe, they tell you,
Knute was coaching a bigger game than that.

Knute taught boys to be men. He put muscle in their characters.
He taught them to want to win—but only to win clean—
and to win with the team, for the greatest satisfaction is not to win
for yourself, but to win with others.

We've had a lot of men in this country who taught us how to live
with manliness, enthusiasm and pride. Some wrote books, some passed
laws, some showed us by example. And one of them—
as fine a teacher as any—was a homely guy with a tough jaw
and kind eyes, who spent his life in a sweatshirt and
a pair of football pants.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

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WEARING SPIKED SHOES ON GRASS COURT MADE SLIPPERY BY RAIN, TONY TRABERT RACES AFTER A DROP SHOT HIT BY SEIXAS IN THE CHAMPIONSHIP FINAL

BIG MAN WITH BIG GAME

Three months out of Navy, Tony Trabert is tennis champ of U.S.

When Seaman 1/C Marion Anthony Trabert, 23, was discharged from the U.S. Navy three months ago, he set out diligently to win the U.S. tennis championship. Mostly his job was to make his sea legs over into tennis legs. He skipped rope, did road work like a prizefighter, went through calisthenics like a gymnast. Though he also entered some tennis tournaments, getting into shape was more important than perfecting his strokes.

By the time he got to Forest Hills, Tony Trabert had his land legs back. A big and powerful man for a tennis player—he weighs 183 pounds—he still ran nimbly all over the court. He smashed the ball at terrific speed (his service goes 110 mph) and played his way into the finals without losing a set. In this last match he was up against America's reigning amateur, Vic Seixas, the Wimbledon champion. But not even Seixas, who was favored to win, could take a set from Trabert. Tony's "big" game was now so big that the experts were comparing him with Don Budge and Jack Kramer. After the match Trabert was given the winner's cup and then was posed by photographers with his fiancée, Shauna Wood. But the formal picture (*right*) did not satisfy the cameramen. To see what they wanted, turn the page.



SEDATE POSE is struck by new champ and fiancée. They met last June, will be married in October.

CONTINUED ON NEXT PAGE

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FOR RAIN, SLEET OR SNOW

NEW Rain Dears DE LUXE (by LUCKY) ®



have a TRIPLE-THICK non-slip TREAD!



. . . will OUTWEAR RUBBER BOOT'S TREAD



100% fully molded with no seams to come apart. Sturdy to withstand wear, yet light on your feet. Transparent. Deep sharp tread.

about $2. including handy carrying pouch

Guaranteed by Good Housekeeping

At shoe, notion and rainwear counters everywhere

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KISSES were showered on Trabert as his fiancée, Miss Utah State in this year's Miss Universe contest, obliged photographers who kept crying, "Kiss him again." This prompted an impish burlesque of the exhibition by Seixas.

CONTINUED ON PAGE 162

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This oval symbol **Lederle** *pronounced Led'-er-lee,*
identifies the pharmaceuticals made by Lederle Laboratories
and recommended by your physician. You can put
your confidence in any product bearing this honored name.



"Last week they were sending me flowers"

For many, many patients, the stay in a hospital is now shorter than ever before.

This is because *infection* has been so largely conquered.

You can remember, perhaps, when a burst appendix would cause a doctor to shake his head gravely. Today the chances of recovery are 96 out of 100.

Even a Caesarean birth, or a once-fatal injury to chest or abdomen is far less risky now.

In the war on infection, the sulfas and antibiotics prepared by Lederle and others have given the surgeon new freedom of action.

They have made it possible to prevent infection, or to halt it.

New projects are on the way, too, in our laboratories, which should give new meaning to that cheerful greeting, "Get well soon."

Lederle

dedicated to helping your doctor help you live

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AMERICAN Cyanamid COMPANY

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PRELIMINARY COACHING in bedroom finds Hopman giving Hoad (*center*) and Rosewall instructions on using specific shots in specific situations.

WHAT HIT THE AUSTRALIANS?

Ken Rosewall and Lewis Hoad (*above*), the 18-year-old wonder boys, who were expected to keep the Davis Cup in Australia from now on, were beaten in the semifinals by Trabert and Seixas. But the young pair seemed tired and overtennised and way off their games. They had played in one tourney after another without respite since they left Australia in the spring, pushed on by their coach, Harry Hopman who is one of the shrewdest in the game, and also, the most dominating. "Hoad and Rosewall," remarked a U.S. player, "have been all around the world with Hopman, but they can't tell you a thing about where they've been. All they've seen is hotel rooms and tennis courts." This month Hopman will take the two home for a long rest and a grooming for the Davis Cup matches in December. Even Hopman's severest critics must admit that every time the Melbourne martinet has coached the Australians (1939, '50, '51 and '52) they have won the Davis Cup.



POST MORTEMS follow semifinal match as Hopman escorts badly defeated Rosewall to clubhouse. Said Rosewall, "I did just what you told me, Hop."



BLUE BELL WRANGLER jeans, jackets, shirts have that real Western cut—and they're ready for rough and tumble wear. That's why five of the last six all-around world rodeo champs* wear them!

Wranglers fit—they're Sanforized to keep on fitting. Jeans have handy zipper closure that won't warp or buckle. Heavy 11-oz. denim. Just try to wear them out! Jeans for men, $3.69; youths, $3.49; boys, $2.79. Men's jackets, $4.29; shirts, $4.29. Misses' jeans (8 oz.), $2.98; girls', $2.79. A money-back guarantee! **Blue Bell, Inc.**, Greensboro, N. C., World's Largest Producer of Work Clothes.

*RCA Ratings

BLUE BELL Wranglers

THE SWEETEST THING IN TOWN!



5¢ everywhere

Oh-h-h *so* good! Thick bittersweet chocolate coating over a scrumptious cocoanut center. M-m-m it's *the sweetest thing in town!*

JAMES O. WELCH COMPANY
CAMBRIDGE, MASS. LOS ANGELES, CALIF.

Campana Italian Balm
best lotion for busy hands

MAKE BLACK TIRES INTO WHITE WALLS with WHITE WALL Marvel

RENEW FADED WHITE WALLS TOO! Brush on Pure White Liquid Rubber. Durable—becomes part of tire. Won't chip or crack. Dries to a smooth factory-like white in 15 minutes. Kit for 5 large tires $2.89. At better Service Stations, Garages, Car Dealers, Auto Accessories Stores.
THE R-COTE COMPANY, CHICAGO 8, ILL.

Bed-Wetting STOPPED!*

Over 40,000 cases of bed-wetting have been corrected by a remarkably simple, safe new scientific method, developed and patented by a distinguished physician. Medical reports published in Journal of Pediatrics and Current Medical Digest show successful use in 88.8% of all cases. No diet, no medicine, nothing to buy.

Get free details on this blessed relief from a problem that haunts many unfortunates throughout their lives.

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Art Connoisseur Hatfield mixes Cocktail 'X' for Mr. Cavett before Dufy's "La Bagneuse de St. Adresse".

NEW RUM COCKTAILS A HIT AT ART SHOW

LOS ANGELES, CALIF. Cocktails at art shows are no novelty these days. In fact, Dalzell Hatfield, of Los Angeles' famous Hatfield Galleries, thinks that's exactly their trouble—no novelty.

Mr. Hatfield himself is a gourmet as well as an art connoisseur. At a private showing recently he devised two entirely new cocktails made with Rum. He called them simply Cocktail "X" and Cocktail "Y". Reaction was immediate and enthusiastic.

They stopped the show.

Guests demanded the recipes. Since then, many have been serving Cocktail "X" and Cocktail "Y" in their own homes and telling their barmen how to make them. For Mr. Hatfield's exact recipes, see below.

For additional Rum recipes see your dealer or write Dept. 251, Rums of Puerto Rico.

RONRICO is one of the leading brands of Puerto Rican Rum, product of the Island's first and oldest distillery.

To be sure of getting a genuine Puerto Rican Rum—look *twice* at the label:

1. For your favorite brand ⟹

2. For this Government mark ⟹



The words "Puerto Rican Rum" on the label guarantee that the Rum has the maturity required by law—distilled, aged and bottled in Puerto Rico, U. S. A., Rum Capital of the World. *(86 Proof)*

Puerto Rican Rum

600 Fifth Avenue, New York 20, N. Y.



It Stopped the Show. Under Degas' beautiful "Dancers in Blue," Dalzell Hatfield of the Hatfield Galleries gives the recipe for the Rum Cocktail known as "X". John Palmer Leeper, museum director, passes his glass. Grouped around are film composer Leigh Harline, author Frank Cavett and (*foreground*) Philip Paval, artist and silversmith.

Photography by Roger Coster.



An After-Dinner Favorite of Mr. Hatfield's is the Rum highball. Here he sips one while enjoying Utrillo's "L'Eglise de la Ferte-Milon." His highball: 1½ oz. Puerto Rican Rum, ice, soda, twist of lemon peel.



Cocktail "X" Recipe—a gourmet's dry delight: 4 parts light Puerto Rican Rum, 1 part very dry Sherry. Stir with plenty of ice like a martini. Serve in a cocktail glass with an olive or onion.



Cocktail "Y" Recipe—a refreshing new taste combination: 3 parts gold Puerto Rican Rum, 2 parts Ruby Port. Stir with ice. Serve in chilled cocktail glass with cherry or twist of lemon.

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"Let your own mirror show you..." SAYS MRS. WILLIAM P. HELBURN, ANOTHER LOVELY WOODBURY BRIDE

New way to beautiful skin!

New Woodbury Soap enriched with 7 Face Cream Oils

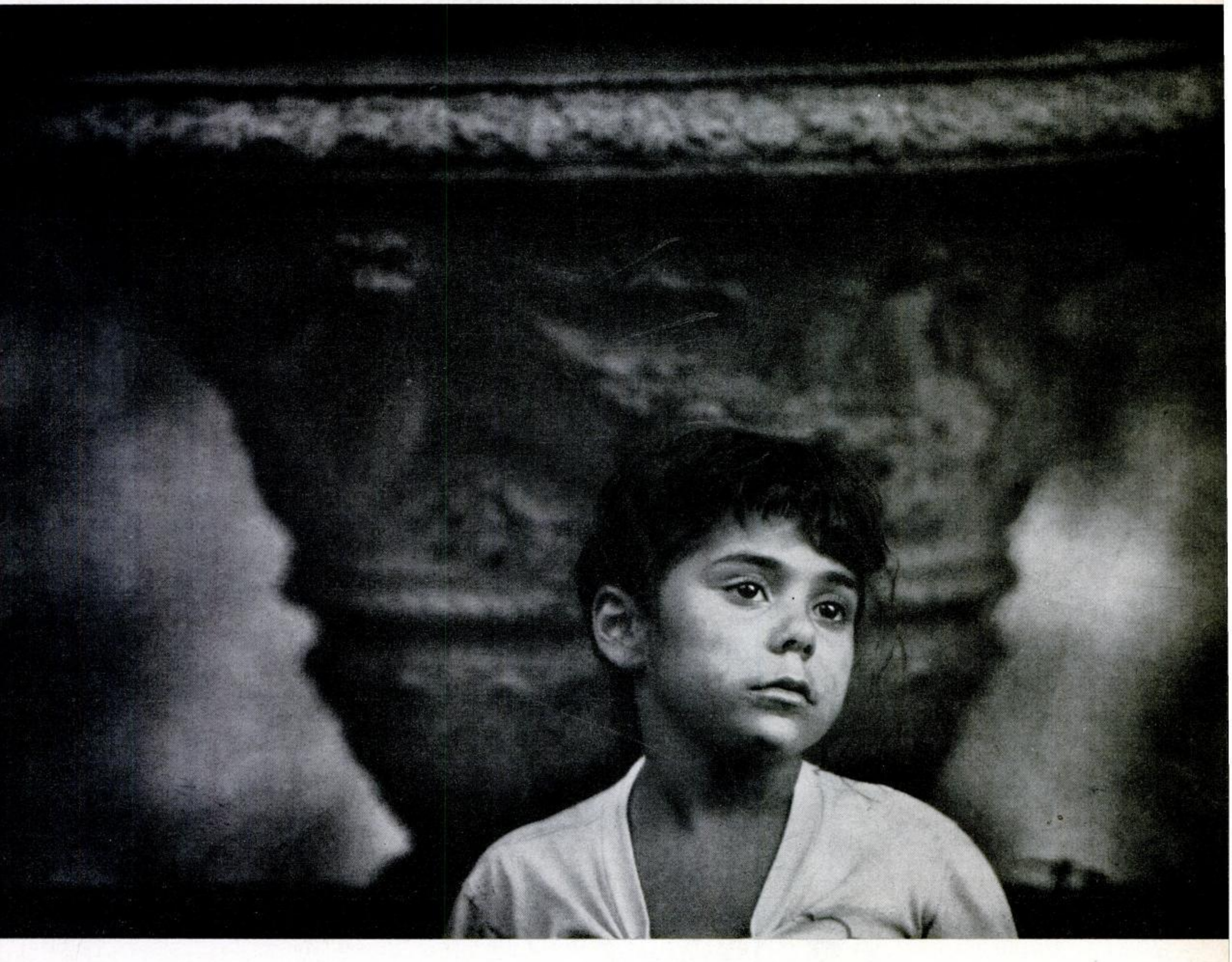
You know that fine oils and emollients are used in expensive face creams. Now, these very *same* ingredients are blended right into every cake of New Woodbury Soap. That means your complexion can be really, thoroughly, soap-and-water clean — and be exquisitely soft as well! These gentle face cream oils are intended to help *replace* the natural oils you usually wash away . . . oils your skin *needs* to stay young-looking. That's so important — especially to dry skin! In the bath, too, you'll love the gentle, soothing luxury-lather of the New Woodbury Soap and the thorough way it cleanses. You'll be delighted with its new sea-spray green color and delicate fragrance.

You'll recognize it immediately in its new blue and white wrapper with the picture of the lovely lady and her mirror. Whether you use it in facial or big bath size, you'll find that New Woodbury Soap gives you the *cleanest, most radiant complexion of your life!*

Now better than ever! "Woodbury Soap *for the skin you love to touch!*"

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BY W. EUGENE SMITH



My Daughter Juanita

A perceptive photographer displays the many moods of his 8-year-old



Most fathers take pictures of their children out of fondness and their snapshots reveal more love than art. Juanita Smith's father takes pictures of his daughter not just because he is fond of her but because she is a delightful photographic subject. And because her father is Gene Smith, photographer of such distinguished picture essays as "Spanish Village" and "Nurse Midwife" (LIFE, April 9, 1951 and Dec. 3, 1951), his pictures of Juanita (*see cover*) make an extraordinarily perceptive album.

"I took my first picture of Juanita," writes Smith, "when she was 2—walking through the woods with her brother. Now she is 8, a child of easy intensity. Here she is sad-faced but in a moment the mood will quickly dance away."

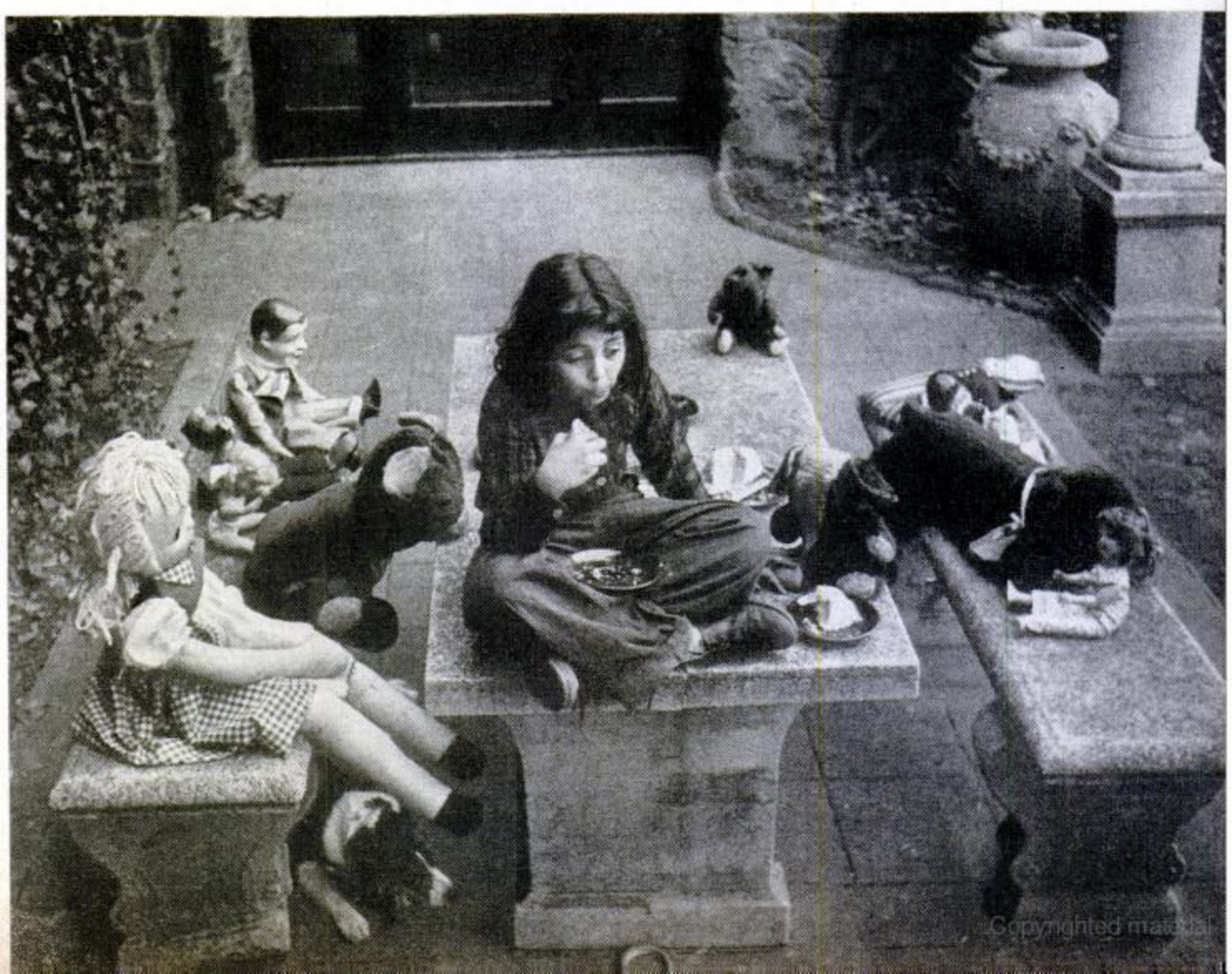
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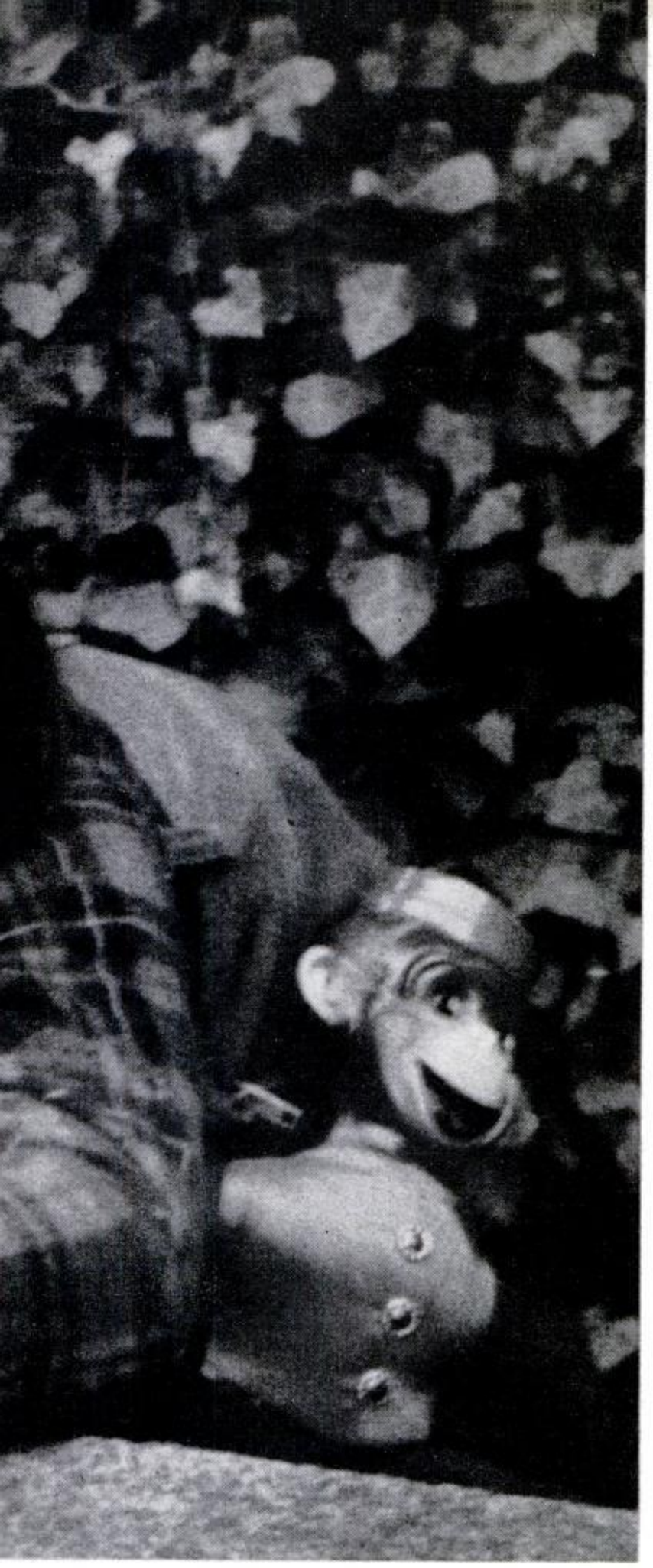
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A Make-believe Party and a









Rude Intruder

"Juanita gave a party for Trunky, a faceless elephant,
one of her earliest, dirtiest and favorite friends.
Chattering on in a conversation that was one-voiced
but many-sided, Juanita played alone with her guests—
alive by the magic of her wishing.
Cake and Coke and jelly beans were offered to each guest
but each declined, urging Juanita to have some,
just for herself. Suddenly a streak of male,
her older brother, lost in the frustration
of having three sisters, swept her guests into chaos
and kidnaped Bong-Bong the monkey.
Juanita screamed, rushed to rescue her friend
and did. But the magic was broken,
the charm dispelled by the human intruder.
Defiant, defeated, she fled into the house."

CONTINUED ON NEXT PAGE

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Art and Gus-Gus and the Dance

"Whether doing a bit of decorating
to a wall in need of repair, or in letting
Gus-Gus the mouse run around on her head,
the impish Juanita delights in giving
a comic touch to her play.
Dancing though is more serious fun.
Whether it is rumba or symphonic ballet,
she will add Juanita to it,
conjuring her dance from an intuitive skill."





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Shopping Lists and Silly Hats

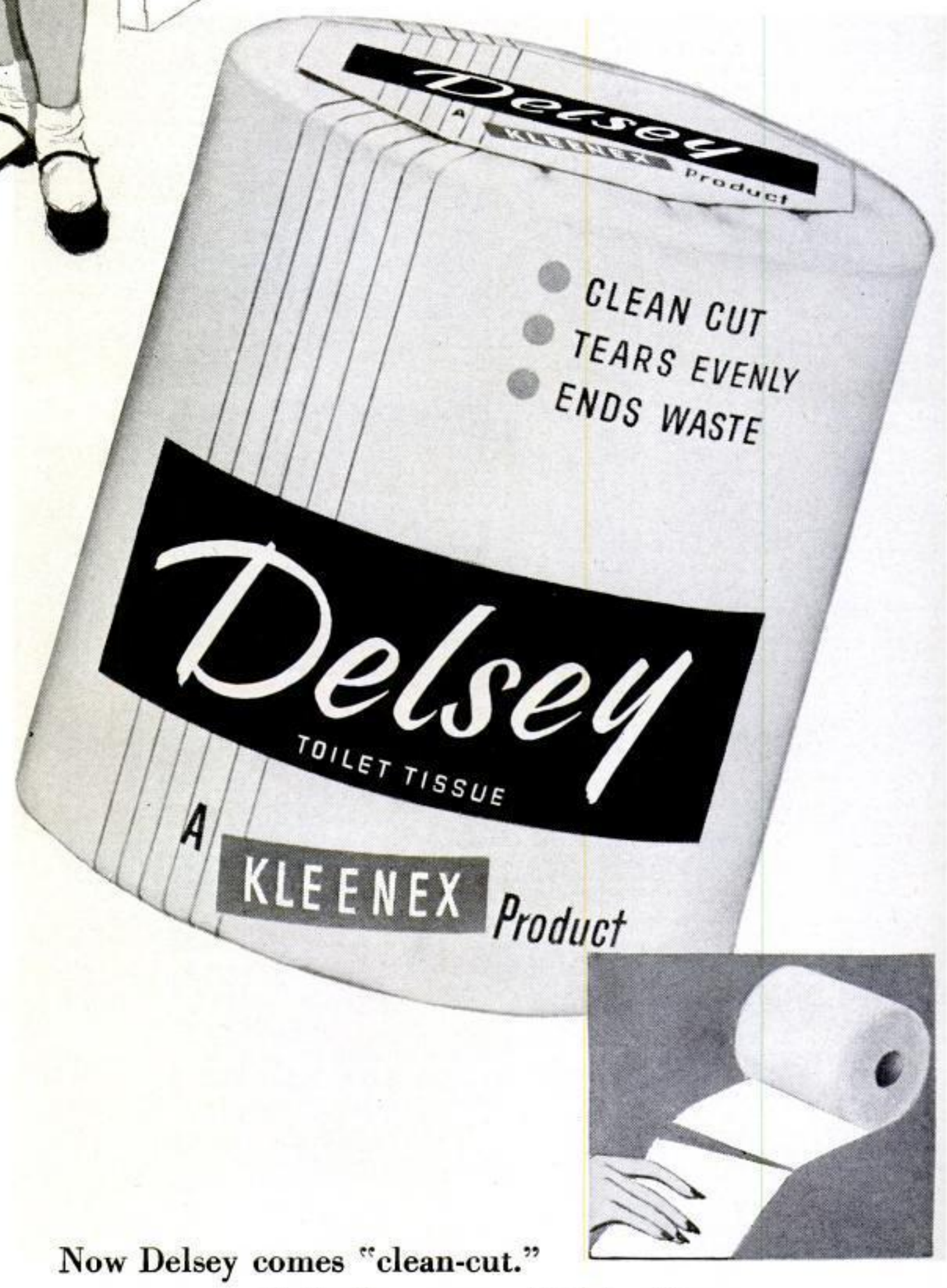
"Juanita brings good marks
from school and easily adapts
to most new situations.
In games she is an intense competitor,
yet she can happily fill her hours
without companions.
When she suffers pain or illness,
she fights it quietly
with a tight little courage.
If not precisely diligent in helping
with the house, she is conscientious
when entrusted with responsibility,
like filling a shopping list
or feeding Shana, her younger sister.
In any task she tries to add
a twist of fun—shaping "silly hats"
while shampooing her hair.
Juanita at 8, high-strung
and exuberantly growing, is rich in
the delight of unceasing discovery."



Copyrighted material







Delsey is fine and firm and soft —like Kleenex tissues

Just as you know there is only one Kleenex*, so too you'll discover that of all *toilet tissues* new *Delsey** *alone* gives you that luxurious Kleenex quality. The same wonderful softness and absorbency (double ply for extra strength). Don't you think *your* family deserves this new, nicer tissue? Ask for Delsey at your favorite store. If Delsey is not on hand, have them order it for you.

Now Delsey comes "clean-cut."

No shredding, no waste with Delsey. It tears clean *at a touch*—lasts longer!

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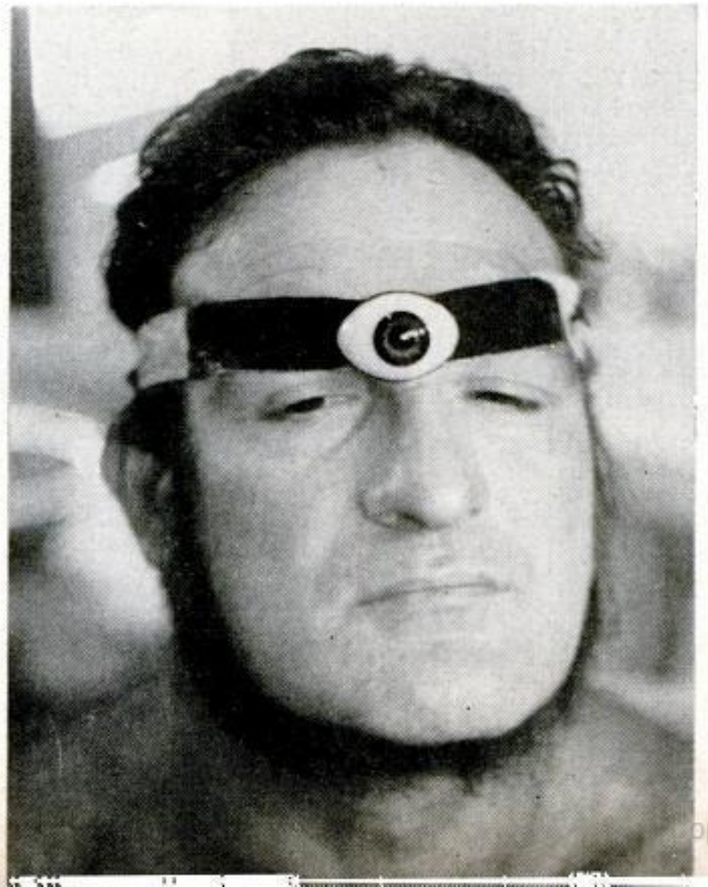


A GREEN GLASS EYE IS AFFIXED TO SILVESTRI'S FOREHEAD WHILE HIS REAL ONES PEEP THROUGH GAUZE IN THE COATING OF PLASTIC RUBBER ON HIS FACE

AN EYE FOR A CYCLOPS

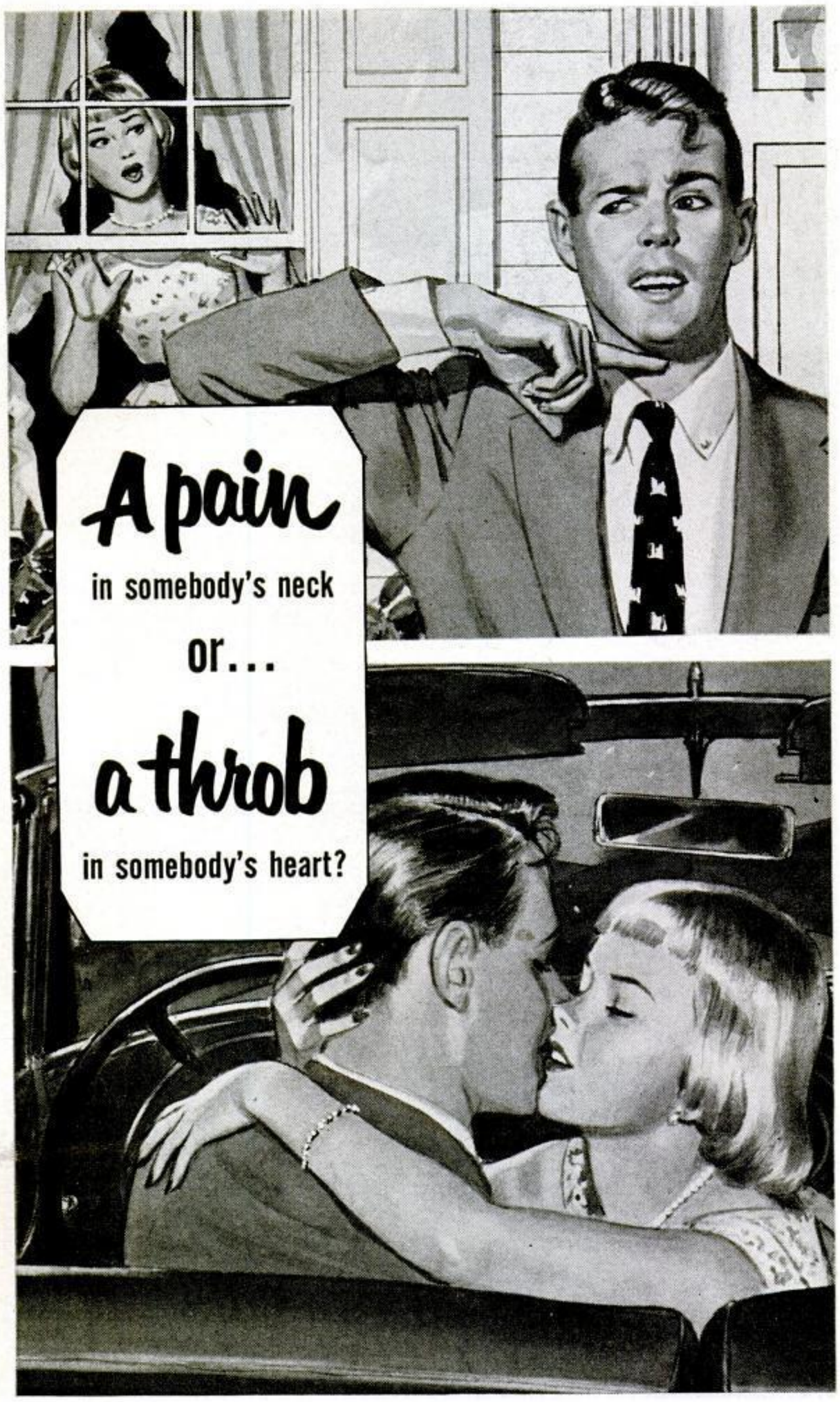
Italian wrestler gets a horrid face for film version of 'The Odyssey'

Polyphemus was an ill-tempered shepherd, many yards high, who lived in a cave where he fed on cheese and shipwrecked mariners. How this Cyclops kept eating Ulysses' crew until Ulysses gouged out his single eye, which grew in the middle of his forehead, is told in Book IX of Homer's *Odyssey*. *The Odyssey* is being made into a film in Italy, with Kirk Douglas as Ulysses, and the appearance of Polyphemus presented a welcome challenge to the local craftsmen. For distant views they made limbs for a 35-foot mechanical man moved by wires and bellows (*next page*). For close-ups they took a champion wrestler, Umberto Silvestri, and patched up for him as horrid a face (*above*) as the movie screen is likely to see for years.



THIS IS SILVESTRI AT THE START OF THE MAKE-UP PROCESS→

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Which do you want to be? So much depends on you . . . on whether your breath is unpleasant or fresh and agreeable. To be extra careful not to offend, remember . . . use Listerine Antiseptic night and morning, and especially before any date.

Four times better than tooth paste in clinical tests

Listerine stops bad breath instantly and usually keeps it stopped for hours on end. In fact, in recent clinical tests Listerine Antiseptic averaged four times better in reducing breath odors than the two leading tooth pastes, as well as the three leading chlorophyll products, it was tested against.

No Chlorophyll Kills Odor Bacteria Like This . . . Instantly

Listerine instantly kills millions of germs, including germs that cause the most common type of bad breath . . . the kind that begins when germs start the fermentation of proteins which are always present in the mouth. *And, research shows that your breath stays sweeter longer depending upon the degree to which you reduce germs in the mouth.* Chlorophyll does not kill germs; brushing your teeth doesn't give you this antiseptic protection. Listerine does!

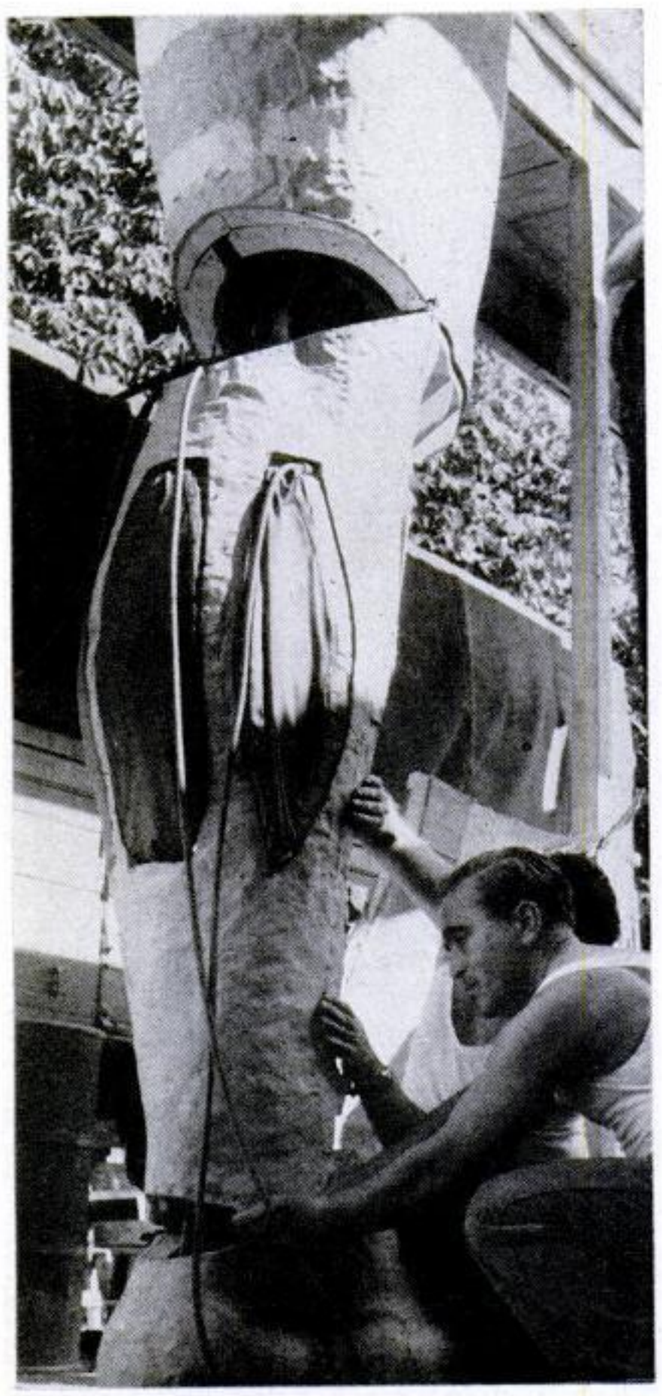


The most widely used antiseptic in the world

LISTERINE STOPS BAD BREATH

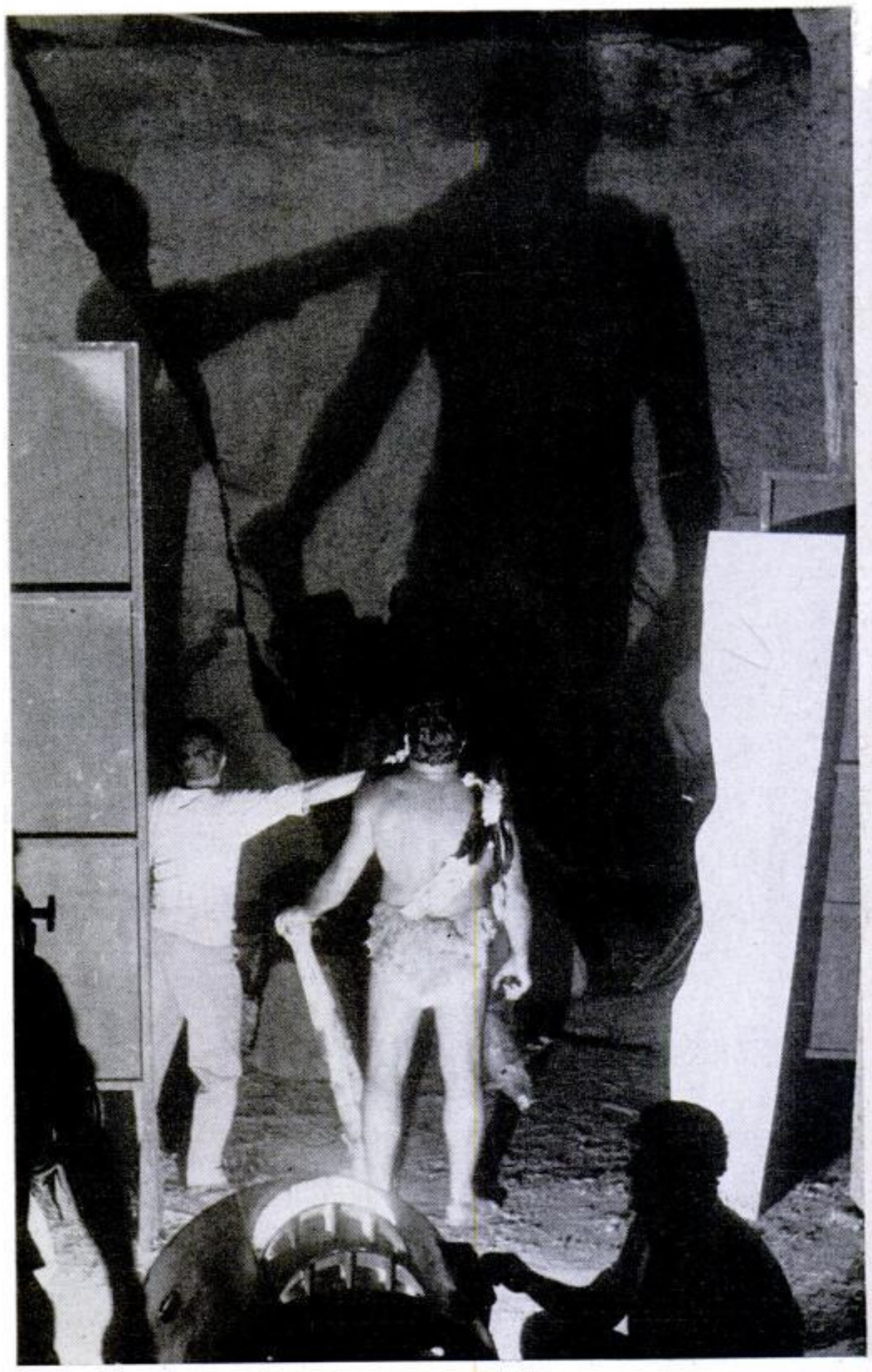
4 times better than chlorophyll or tooth paste

Every week 2 different shows, Radio and Television—
"THE ADVENTURES OF OZZIE & HARRIET"—See your paper for times and stations



GIANT LEG for a mechanical Polyphemus has air pump attached which makes the calf muscles swell for realistic effect as the giant goes walking.

GIANT SHADOW for the live Polyphemus is obtained by making use of the old cinematic trick of arranging lights and reflectors close and below actor.

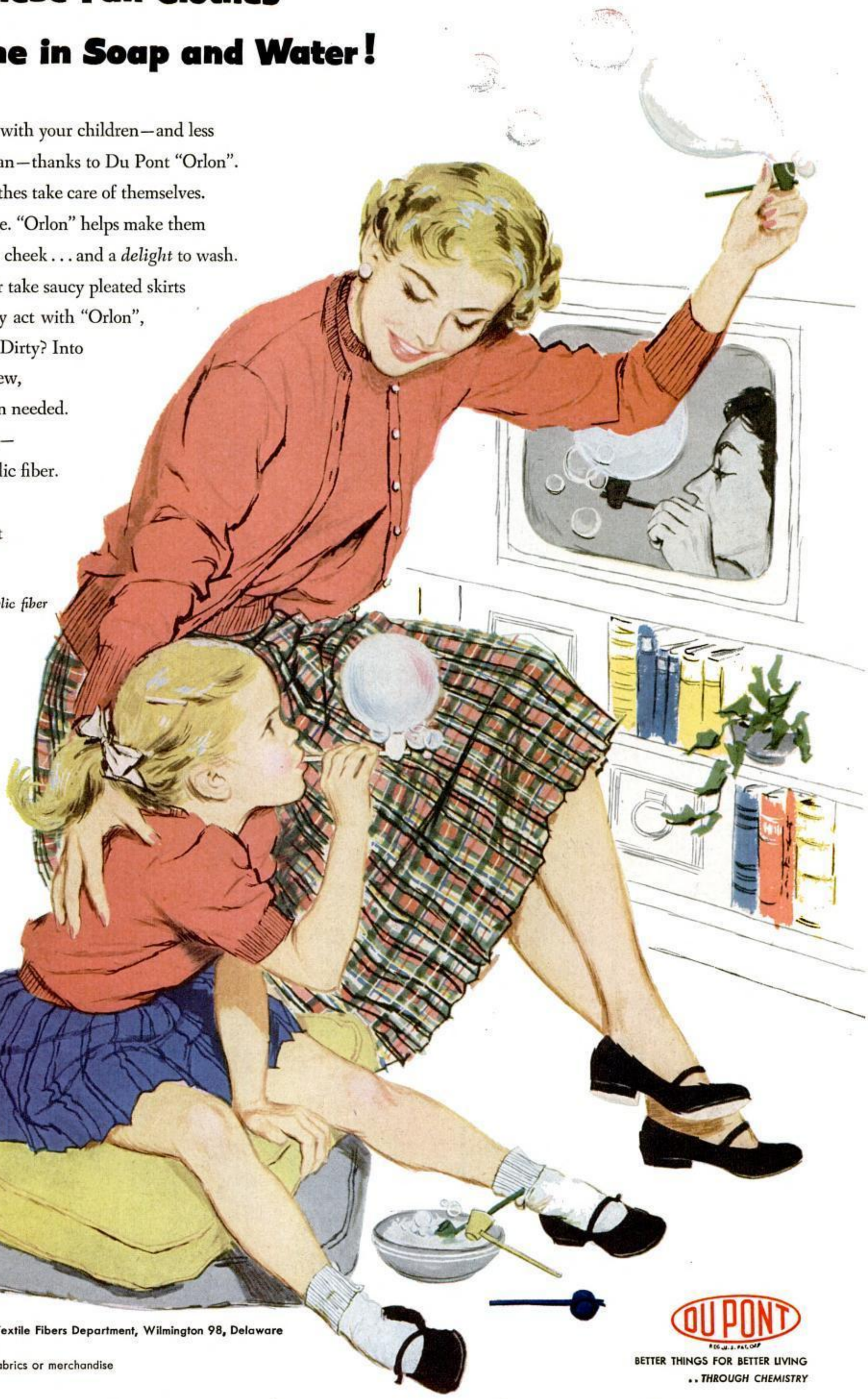


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With ORLON these Fall Clothes are at Home in Soap and Water!

Today you want to spend more time with your children—and less time on clothes care. And now you can—thanks to Du Pont "Orlon". For here's a fiber that helps smart clothes take care of themselves. Take these twin sweaters, for instance. "Orlon" helps make them bright as rainbows . . . soft as a child's cheek . . . and a *delight* to wash. No stretching or blocking needed! Or take saucy pleated skirts like these. See how much better they act with "Orlon", too—stay pleat-perfect day after day. Dirty? Into the tub they go—come out looking new, with no more than a glance of an iron needed. So treat yourself—and all the family—to the fun of clothes of "Orlon" acrylic fiber. From fleece coats to fine lingerie, they're tailored to your easy-going yet on-the-go life today.

"Orlon" is Du Pont's trade-mark for its acrylic fiber



Lucia

E. I. du Pont de Nemours & Co. (Inc.), Textile Fibers Department, Wilmington 98, Delaware

Du Pont makes fibers, does not make fabrics or merchandise

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BETTER THINGS FOR BETTER LIVING
..THROUGH CHEMISTRY

ORLON® ACRYLIC FIBER one of Du Pont's modern-living fibers

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Bake it! Taste it!

Pennsylvania Dutchland's Funny Cake



Extra flaky, extra digestible

Swift'ning Pastry

1½ cups sifted flour
1 teaspoon salt
½ cup Swift'ning
2 to 3 tablespoons water

Combine flour and salt. Cut in Swift'ning until mixture is consistency of corn meal. Sprinkle with cold water. Put dough on waxed paper. Press and knead gently into a ball and let stand for 15 to 20 minutes at room temperature.

On lightly floured cloth, roll out ⅛" thick. Fit into a 9- to 10-inch glass pie plate, making a high fluted rim.

TAKE YOUR PICK OF 3 LUSCIOUS SAUCES!

Butterscotch Sauce: In a saucepan, combine ¼ cup butter or margarine with ½ cup firmly packed brown sugar and 2 tablespoons light corn syrup. Cook and stir over low heat until mixture comes to a boil. Add 3 tablespoons water and bring again to a boil. Boil 1 to 2 minutes. Remove from heat. Stir in ½ teaspoon vanilla.



Chocolate Sauce: Place 1 square unsweetened chocolate and ½ cup water in saucepan over low heat. Cook and stir until the chocolate is melted. Add ⅔ cup sugar, stirring constantly, and then bring to a boil. Remove at once from heat, add ¼ cup butter or margarine and 1 teaspoon vanilla, and stir until sauce is blended.

Orange Sauce: Combine ¼ cup of orange juice and ¾ cup sugar in a saucepan. Place over low heat. Cook and stir until mixture comes to a boil. Boil 1 minute, stirring occasionally. Then add another ¼ cup of orange juice, 2 tablespoons butter or margarine, and 1 teaspoon grated orange rind. Mix well.



Funny Cake

A "wonderful good" Pennsylvania Dutch recipe—carefully worked out for *Swans Down* and *Swift'ning* so that the speedy one-egg cake will be the very lightest, richest one-egg cake obtainable. It's baked in a pie shell with a layer of yummy sauce!

Line 9- to 10-inch glass pie plate with Swift'ning Pastry, making a high fluted rim. Make a sauce (recipes at left); let cool while mixing cake.

1¼ cups sifted Swans Down Cake Flour
1 teaspoon Calumet Baking Powder
½ teaspoon salt
¾ cup sugar
¼ cup Swift'ning
½ cup milk
1 teaspoon vanilla
1 egg, unbeaten
3 tablespoons chopped nuts or cut coconut (for topping)

Have ingredients at room temperature. Start oven for moderate heat (350° F.). Sift flour once before measuring.

Measure into sifter: flour, baking powder, salt, and sugar. Place Swift'ning in bowl. Sift in dry ingredients. Add milk and vanilla; mix until all flour is dampened. *Beat 2 minutes* at low speed of electric mixer, or 300 strokes by hand.

Add egg and *beat 1 minute* on mixer, or 150 strokes by hand. Pour batter into pastry-lined pie plate. Pour lukewarm sauce gently over batter. Sprinkle with nuts or coconut. Bake in moderate oven (350° F.) 50 to 55 min.

Serve warm as dessert or coffee cake. If desired, top with whipped cream or ice cream.

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Cake



A Product of General Foods



It's a cake and a pie...and it's "wonderful good"!

Swans Down and Swift'ning* bring you the recipe

Cake baked in a pie shell! Sauce that goes on at the top and ends up in a layer right at the very bottom of the cake!

That's *Funny Cake* . . . a Pennsylvania Dutch treat so unusual, so intriguing, everyone who tastes it wants the recipe.

Now, thanks to *Swans Down* and *Swift'ning*, everyone can have it—at its very best. The recipe given on the opposite page has been carefully worked out for these famous products so you'll get the finest possible results.

Bake a Funny Cake soon and enjoy the comments. It isn't hard. It *is* spectacular!

No mix can make this cake so rich and luscious. No all-purpose flour can make it so light and tender. No other cake flour can make it so "Swans Down wonderful"!





*Swift'ning is the trademark for Swift & Company's Shortening.

No other shortening can make your Funny Cake more digestible. Quick-Mix Swift'ning gives the highest, lightest cake obtainable. And your piecrust will be flaky-tender, made with Swift'ning!

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One good taste deserves another!

Every lover of fine cheese will appreciate the perfect flavor companionship of these golden slices—and Pabst Blue Ribbon Beer. So smooth, so satisfying with good food, Pabst Blue Ribbon opens up a whole new world of beer enjoyment. Discover that world-famous Blue Ribbon flavor today. Find out what you've been missing.

Try this . . . For just 7 days . . . make smoother-tasting Pabst Blue Ribbon your beer. Then you'll understand why more people are enjoying Pabst Blue Ribbon than ever before in Pabst's 109 year history!

DRINK PABST BLUE RIBBON . . . *finest beer served . . . anywhere!*

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INTRODUCTION of pupils to the first grade, as handled by Miss Drennan, consists of a short account by each of summer's activity. Here Marsha Brush reports, "I had a pony named Butterfly, and one time I jumped off when it was still going."

First Day Is Fun

A TEACHER'S PATIENT PLANNING PAYS OFF WITH HER NEW PUPILS

The clang of the school bell was heard last week and to its summons a record enrollment of 34,200,000 youngsters was responding. Some of the luckiest were those of Mt. Vernon, Ill. where most of the schools were new or remodeled and where morale was high enough to bring back 101 of last year's 102 elementary teachers. One of them was Frances Drennan, 26, whose planning for the opening day of school paid off happily. Seemingly without effort she shooed all but two hovering mothers out of the room within the first 30 minutes and, with poise and calm, put the youngsters so much at ease that they all had a completely tearless first day.

CONTINUED ON NEXT PAGE

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FIRST LOOK is exchanged by new pupils and their new teacher through window of Franklyn School classroom before opening bell rings. Purposefully Miss Drennan presented herself at the window to chat with children, telling them of games they would play during the day and giving them a chance to size her up.



MAN-SIZED DRINK from a child-sized fountain is taken by School Superintendent J. L. Buford.



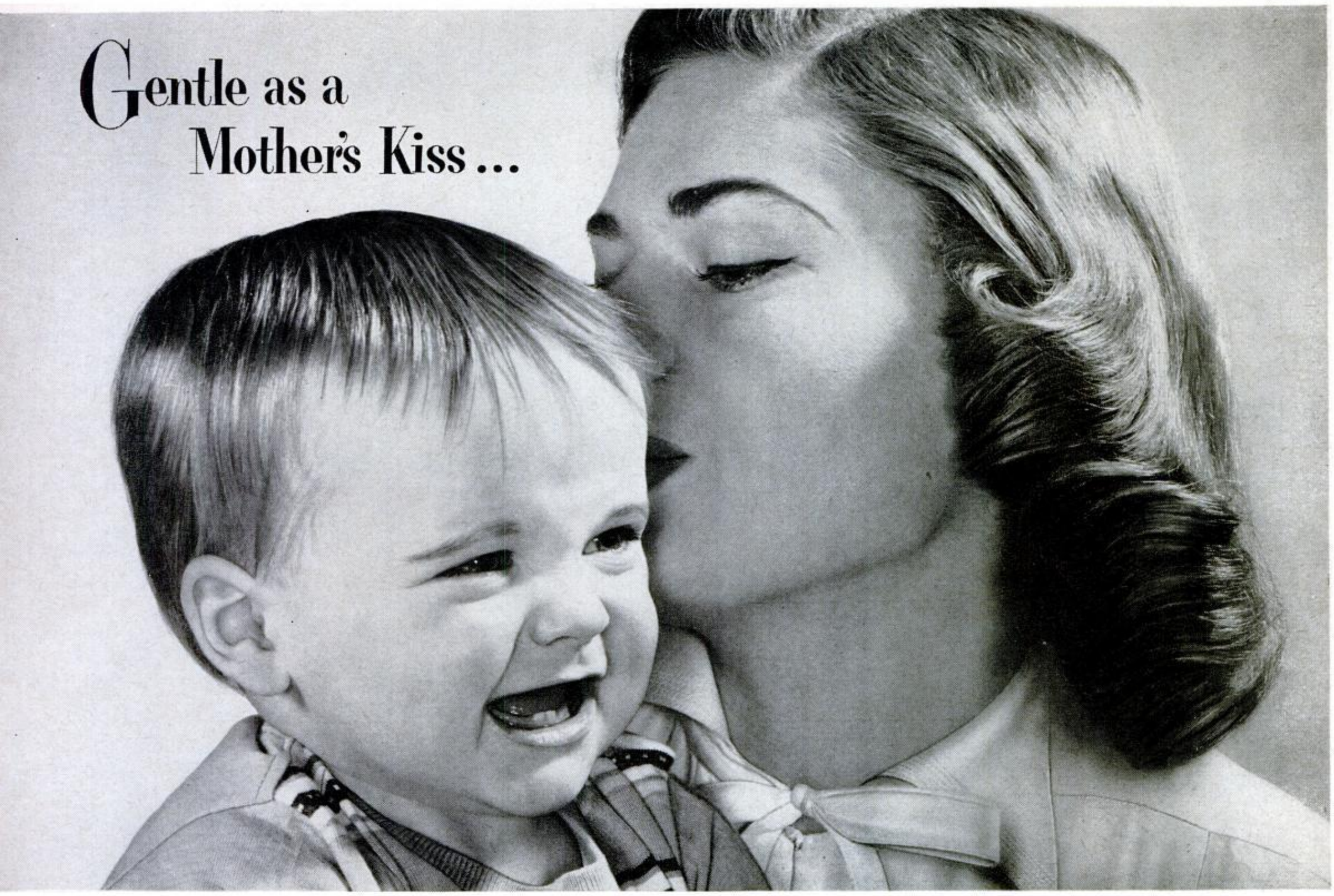
DESK DECORATION of flowers, brought in to brighten classroom, is set out by Miss Drennan.



TEACHER'S TEACHER, Ruby Wells, who once taught Miss Drennan, steps in to greet her ex-pupil.

CONTINUED ON PAGE 182

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Bayer Aspirin's single active ingredient is so gentle medical authorities say it is probably

THE SAFEST OF ALL PAIN-RELIEVING DRUGS!

Bayer Aspirin is *not* a mixture of drugs. It is *straight* aspirin... so fast and so effective *all by itself* that it *needs* no added drugs to bring you relief from ordinary aches and pains.

Two things you should know about any pain reliever before you take it are these:

Is it *gentle?* Is it *fast?*

Bayer Aspirin is so gentle no other pain reliever can match its record of safety—a record of safe use by millions of normal people. It is so gentle doctors prescribe it even for small children.

And Bayer Aspirin is so *fast* you need a stopwatch to time its speed. It is so fast that a Bayer Aspirin tablet starts disintegrating in your stomach almost the instant you take it. That's one reason why it makes you feel better with amazing speed.

Because Bayer Aspirin's single active ingredient is both gentle and fast—and because highest medical authorities say it is probably the safest and most efficient of all pain-relieving drugs—millions take it with confidence.

So use Bayer Aspirin yourself when you have an ordinary headache, neuritic or neuralgic pain. And remember—if Bayer Aspirin does not relieve your pain—don't experiment *—it's time to see your doctor.*



COMPARE!

Drop the headache tablet you now use in one glass of water—drop a Bayer Aspirin tablet in another—and see how fast each of them disintegrates.

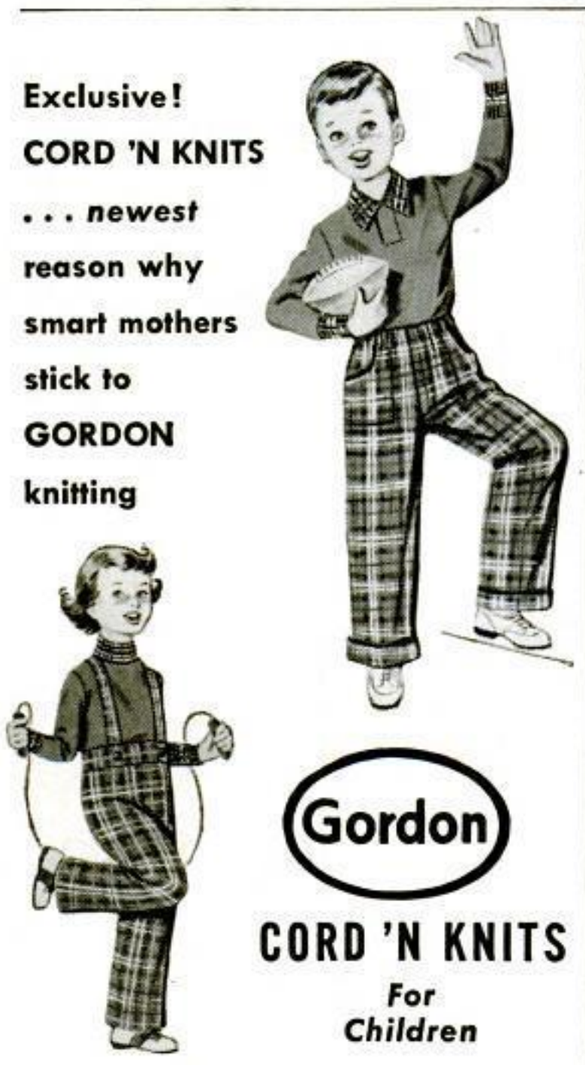


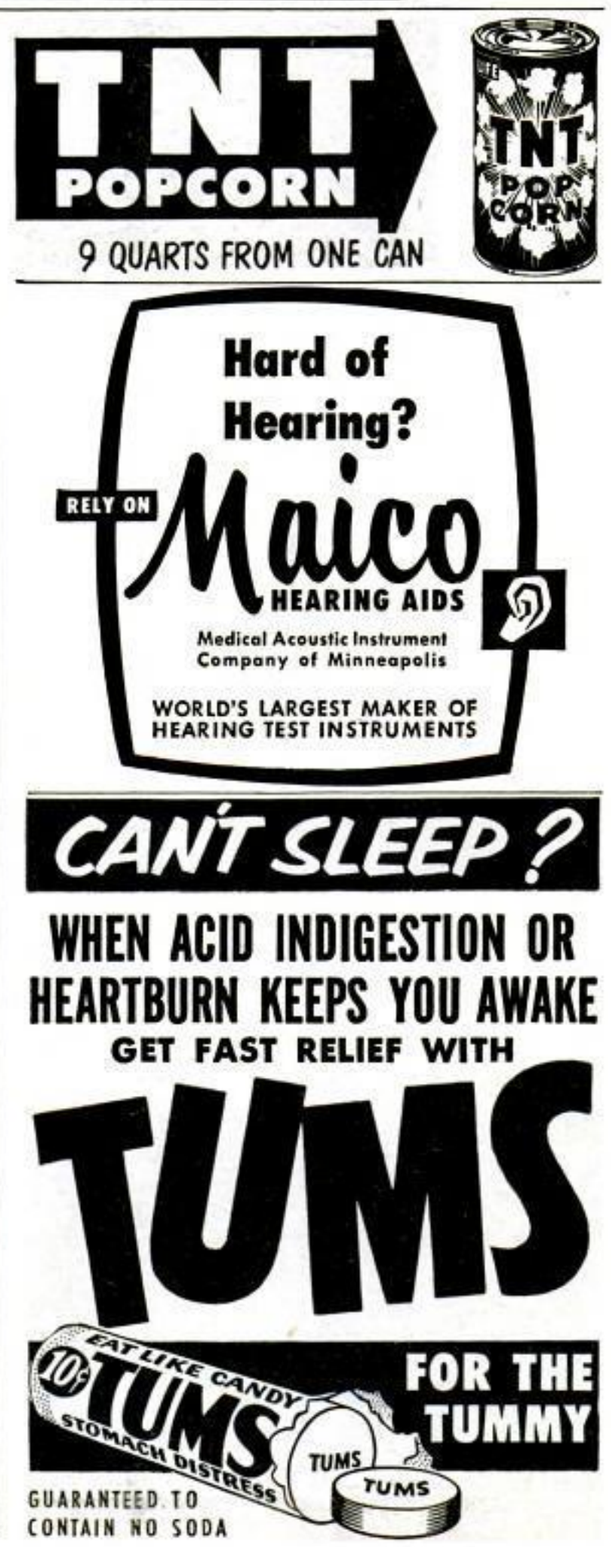
THE BEST IN PAIN RELIEVERS BEARS THE NAME...

BAYER ASPIRIN

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RELUCTANT to go it alone when Miss Drennan's class meets for first time, Connie Fradelos stands at his mother's side, eying surroundings and new schoolmates.

REASSURED by what he sees of the teacher and the other children, Connie at last takes seat, accepts mother's whispered goodby and dispatches her with a quiet kiss.



RELAXED and absorbed in new tasks, Connie turns happily to inspect paper butterfly which, like other pupils, he received from Miss Drennan to color and then take home.



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Fitting the Fashion to the Action





That's the genius of the new ENNA JETTICKS. Leading, young-minded fashions . . . just see! . . . designed with knowing care for yours-truly fit and step-lightly comfort in action. Just try! . . . at your nearest store carrying ENNA JETTICKS.

ENNA JETTICK SHOES, INC., Auburn, N. Y.

$9.95 and $10.95





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Enna Jetticks

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See your local newspapers on September 20th, 21st, 22nd, 23rd, 24th or 25th for advertisements of stores carrying the NEW ENNA JETTICKS

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For flavor that says Hawaii, say DOLE. Slices, Juice, Chunks, Crushed, Tidbits–

and wonderful **Frozen-Fresh Chunks and Concentrated Juice.**

At your grocer's now. Be sure it's Hawaiian....Be sure it's DOLE!



Underscore your smart appearance with Pencil Stripes!

You really should have a couple of these Arrow *Pencil Stripe* ensembles.

There's a neat blue, tan, rose, or green stripe shirt to lend a very desirable dash to every suit you wear. The fabric is a fine, high-count broadcloth, "Sanforized"®—won't shrink more than 1%.

You'll find several very becoming new collar styles to choose from.

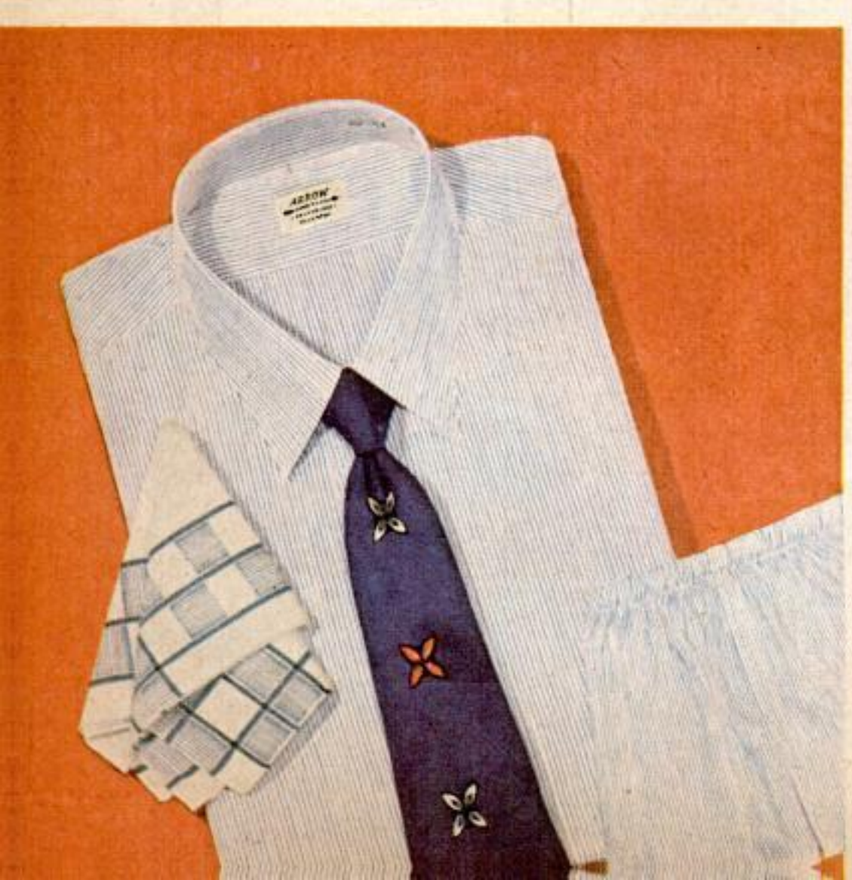
The shirts are $5.00. Made of the same, fine material are comfortable Arrow shorts, $2.00. Styled especially to complete the ensembles are all-silk foulard ties at $2.50. And the rolled-hem Arrow handkerchiefs are 75¢.

Isn't it about time you added some color to your shirt wardrobe? These good-looking shirts will do it!

ARROW®

Pencil Stripe
ENSEMBLES

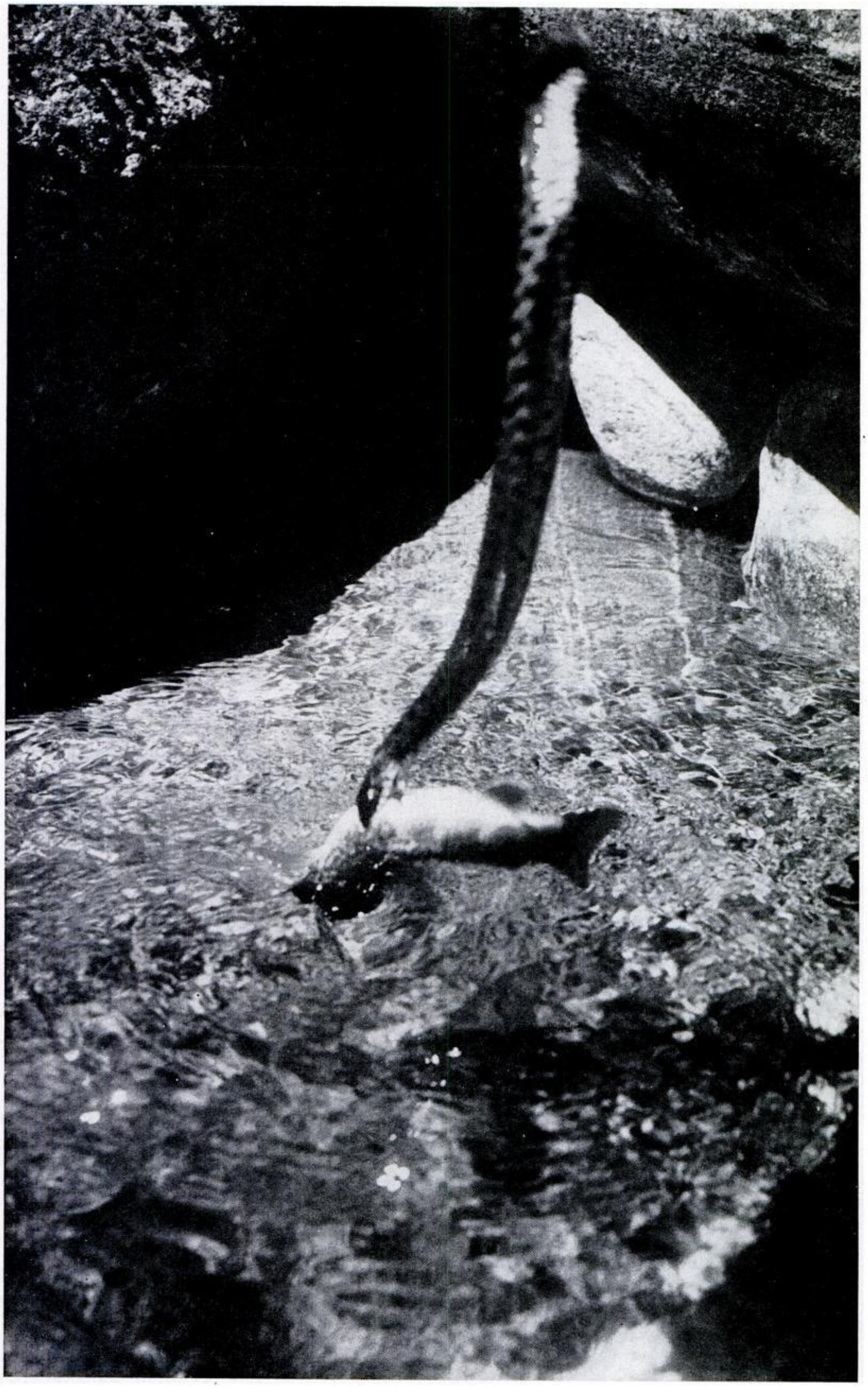
Styled by Cluett, Peabody & Co., Inc.







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A SNAKE HOOKS A TROUT

It was a warm, drowsy day when Photographer Margrit Baumlin sat down beside a stream near Tessin, Switzerland and watched a trout going after minnows. Slowly, out of a crack in the boulders beside the stream, a European water snake poked his head and then stretched his body over the water. There was expectancy in the air—the trout waiting for his minnows, the snake for the trout and the photographer for something to happen. Miss Baumlin reports what happened in the extraordinary photograph she got of the snake darting down, seizing the unwary trout and pulling it back up into the rocks.



Copy cats agree on

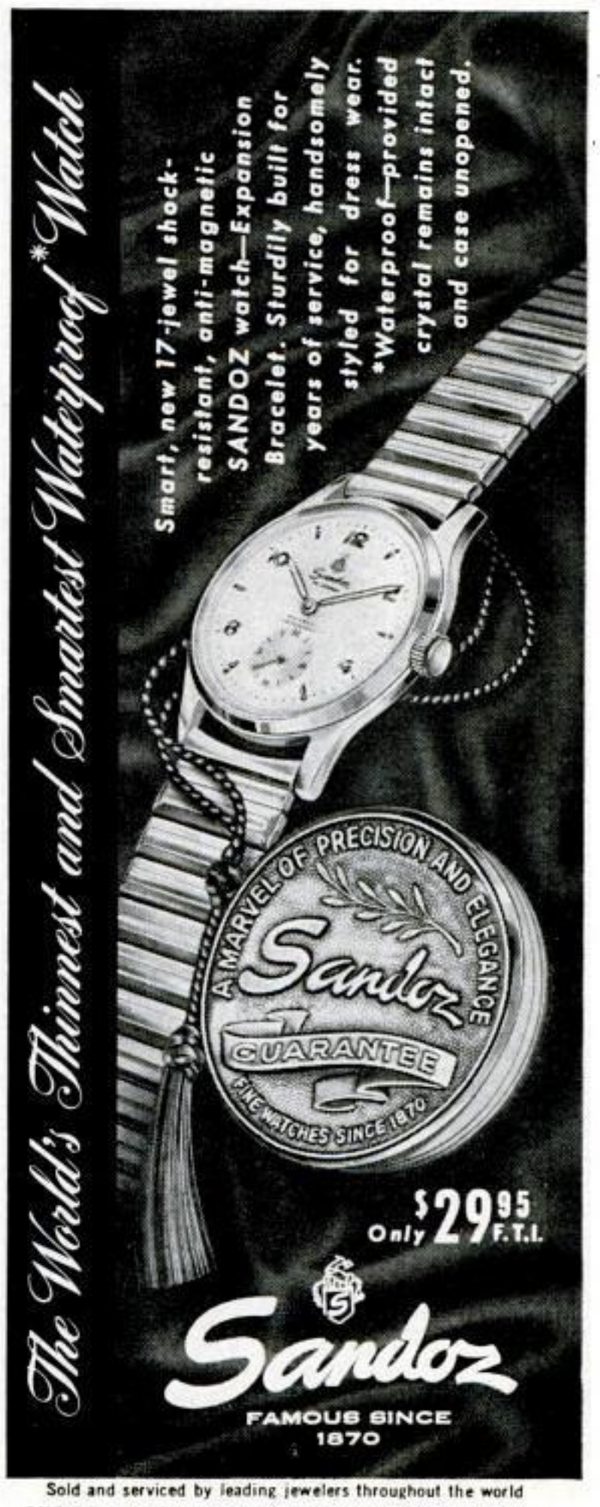
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THE DANCER IN THE MIST walks to the track at Chicago for his morning workout, ridden by an exercise boy and led by a groom. Unlike his stablemates he usually takes his morning run alone. He is a big horse, 16 hands one inch high, has tremendous depth of chest and unusually powerful hocks and hindquarters.

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THE PEOPLE'S HORSE

Native Dancer, a lovable type who dotes on dandelions, is curious about other horses and has a way of winning

by MARSHALL SMITH

THE horse named Native Dancer and referred to by his admirers with respect and affection as The Dancer is 3 years old, gray, distinguished, completely charming and a surefire TV matinee idol. He appeals to teenagers as well as to octogenarians, and fan clubs have begun springing up across the land. Like any celebrity he is swamped with fan mail addressed to him personally.

When he is scheduled to go into his act on Saturday afternoon some 10 million of his admirers huddle around TV sets waiting for his image to flash on the screen. When it does there is no mistaking it. Only one Thoroughbred horse in a hundred is gray, and Native Dancer is the color of gunpowder with a little white mixed in, giving him a salt-and-pepper effect. He will get lighter and lighter as time goes on and eventually, at 5 or 6, will be almost snow white.

This spectral appearance sets him apart from the herd. It makes him easy to follow early in the race and impossible to ignore when he makes his big run at the finish. The Dancer is also endowed with what is known in Hollywood as "projection." He mugs for the camera, waggles a pair of remarkably mobile ears and in general makes anyone who sees him for the first time feel as though he has known him all his life.

The Dancer has won all but one of his 19 races. Characteristically, it was the biggest of them, the Kentucky Derby, that he lost. It is possible that the second defeat in his racing life will occur when he meets the Greentree Stable's Tom Fool, a seemingly unbeatable 4-year-old bay colt who is the champion of the older horses.

Speculation on which horse will win has been heating up for a month and horse-for-horse bets as high as $10,000 have resulted from arguments. The race, which promises to be one of the greatest of all time, may take place at Belmont Park on Long Island, Sept. 26, but more likely they will not meet until the Pimlico Special at Baltimore late in October. It will be The Dancer's first experience in stepping out of his age division. The older horse, winner of his last eight races, is the choice of the professionals. But when the Gray and the Bay take the track, The Dancer will carry the hopes of the other people in the stands and in front of television screens. They feel that he belongs to them.

The man he actually belongs to and who has collected his winnings of $743,920 is Alfred Gwynne Vanderbilt, a generally calm and affable millionaire of 41. Being the owner of such a horse gives him an immense feeling of satisfaction mixed with occasional twinges of apprehension. "You're afraid things won't go the way they should," he says. The horse's trainer, Bill Winfrey, knows this fear too but he says he will probably never get another horse like this one, and he guesses that he should be able to stand it once. Before each race Winfrey frets until the moment he lifts the jockey up on the horse, at which point he figures the rest is in the hands of Jockey Eric Guerin and the mind of The Dancer. Then Jockey Guerin, a Cajun from Louisiana, tries to pull himself together for an experience which he says he cannot describe. "It's like trying to describe a parachute jump to a guy who's never made one," he says.

But the horse is a safe bet to be utterly indifferent to the whole affair. Unlike most Thoroughbreds, who sweat and quiver and prance before a race, The Dancer seems to have no nerves at all. Before the Travers Stakes at Saratoga last month a mob of admirers closed in on him in the paddock. Sweeping past the policeman assigned to guard him, they clutched at his sleek hide, pulled hairs out of his tail for souvenirs and threatened to make him the first horse in history trampled to death by humans. Through it all he stood there as dignified as an old dog, then won the race by six lengths.

People, yes; flies, no

THE Dancer can take people or leave them alone but he cannot stand flies. Like most grays he has an extremely tender hide and when flies light on him he gets a little crazy. As a result he is accompanied wherever he travels by 60 square yards of wire screen which forms a distinctive vestibule in front of his stall and extends back on top of it. It serves the double purpose of keeping away both flies and people.

At Vanderbilt headquarters in Barn 20 at Belmont Park his stall is also equipped with fans which suck out warm air on hot days. The Dancer is abnormally sensitive to heat, or as Les Murray, his Negro groom, puts it, "He's the hottest-getting horse you ever saw." When the temperature gets too high in his stall his sides begin heaving. One day he got the "thumps" so badly that they turned the hose on him. The Dancer also has an addiction to hiccups, a rarity among horses, but this is a harmless nuisance, and so far nobody has taught him to get rid of them by holding his breath.

In an era when most race horses are treated with hormones, V-12 vitamins, penicillin, diathermy and patent appetite boosters, The Dancer gets nothing more exciting than a little liniment rubbed on his ankles. Trainer Winfrey has nightmares about those ankles,

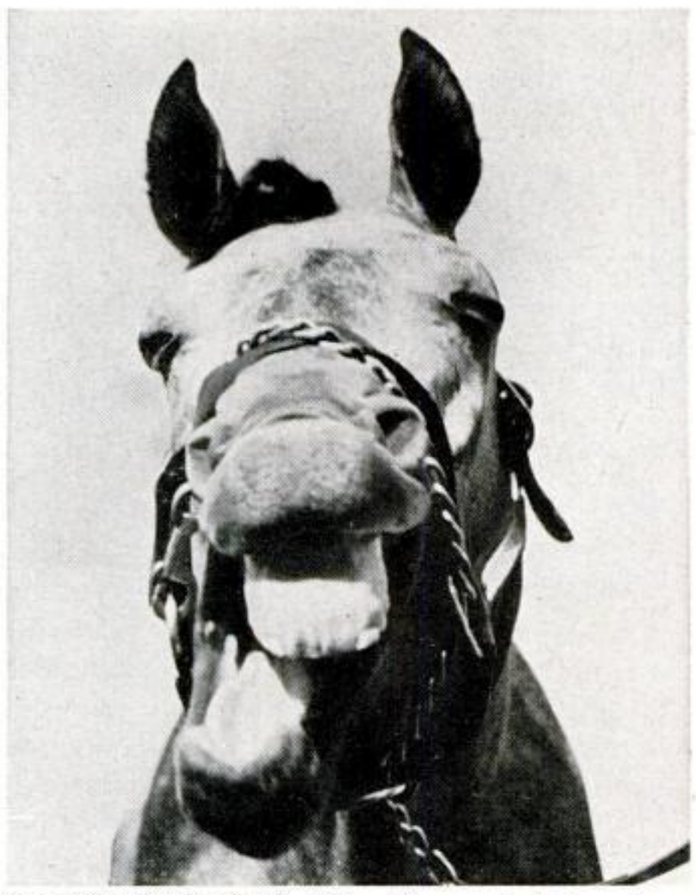
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EARS UP after having a rubdown, The Dancer, who displays a lively curiosity, looks alertly around.



HEAD DOWN, The Dancer gallops obediently in the morning. He seldom acts up in a workout.



TEETH SHOWING, The Dancer indulges in a wide yawn. He sometimes bites but he never kicks.

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THE DANCER'S RIVAL, 4-year-old Tom Fool, may be favorite when the two meet. Ill as a 3-year-old, Tom Fool has just come into his own this year.

NATIVE DANCER CONTINUED

which constitute his only physical weakness. Last year they showed heat and puffiness but responded to treatment. Otherwise he is what horsemen call "foolproof." If you make a mistake with him, he covers up for you. His manners and disposition are perfect. He eats like a big hog, has a sweet tooth for dandelions, weighs 1,100 pounds (100 pounds more than the average race horse) and exhibits the same outlook on life as the old nag who kept running into trees, not because he could not see them but because he "just didn't give a damn."

The Dancer is not the kind of horse that can be petted. When people try it he thinks they want to play, and his idea of play is taking two fingers off at the first knuckle with his teeth or pawing with his giant front hoofs. He once grabbed a large police dog with his teeth and flung him playfully against a wall 10 feet away. Winfrey still remembers a black eye he got from being kneed by the horse. But The Dancer is not a kicker and when he goes out on the track in the morning a 6-year-old child could ride him.



JOCKEY Guerin has ridden The Dancer in 18 of 19 races.

He gallops with his head held low and cocked to one side. Flecks of foam invariably show at the corners of his mouth as he plays with the bit, but there is no noticeable pull on the reins. "You can gallop him with a silk thread," said one rider in amazement after getting on him for the first time. Unlike most horses, he seems to know what is expected of him and does it without wasting his own or anybody else's time.

Occasionally he is overwhelmed by curiosity. About twice a year he decides to see how high in the air he can toss Bernie Everson, his exercise boy. "He's so durn quick," says Bernie, "that there's no getting set or saving yourself. You're just gone."

The Dancer also has an almost childish interest in other horses. One morning while running at almost top speed he took a notion to watch a pair of steeplechase horses schooling over the jumps just ahead and to one side of him in the centerfield. As he gained on the two jumpers and passed them his head kept turning until it was at right angles to his body. It took some loud hollering and vigorous shaking of the reins to straighten him out.

Evidently the steeplechasers made quite an impression on him. During a workout several weeks later, when the furlong poles cast long shadows across the track in the early morning sun, he put on a performance which horrified his trainer. Each time he came to a shadow he took off like a gazelle, just as if he were going over a fence, and gracefully sailed through the air.

In a race The Dancer is inclined to take charge of things, the jockey going along more or less for the ride. He runs like Exterminator, a wise old campaigner of 40 years ago who was credited with teaching his jockeys how to win races. Exterminator knew

CONTINUED ON PAGE 192

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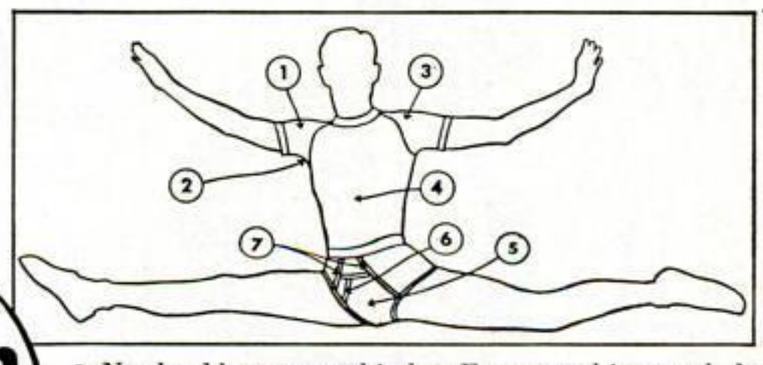
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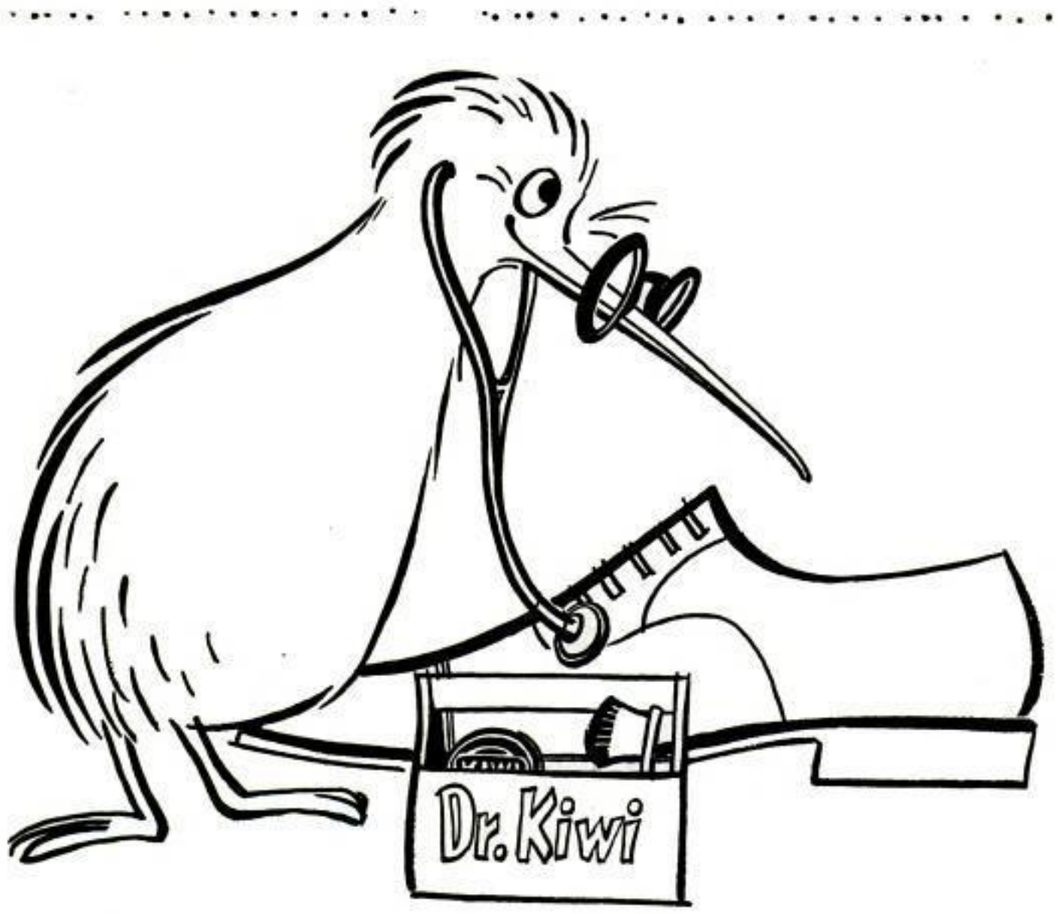


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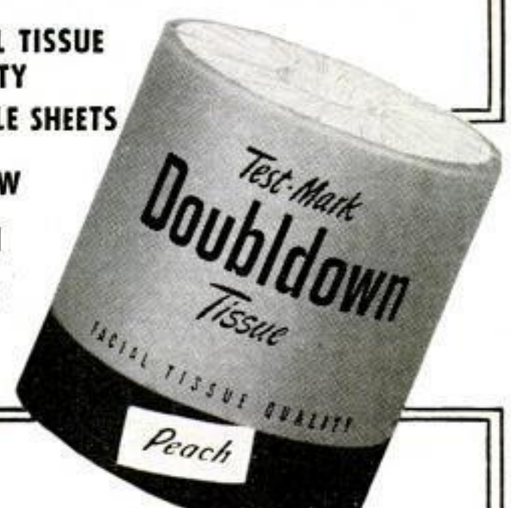
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TRAINER AND OWNER wear worried looks at the barn on the morning of a big race. Trainer Winfrey (*left*) usually frets more than Owner Vanderbilt.

NATIVE DANCER CONTINUED

how long to wait before moving up and how to win close, exciting finishes without doing any more work than necessary.

Jockey Guerin admits that even if he is nervous before a race he settles down the moment he is on The Dancer because the horse is so calm and confident himself. "He has all the instincts and reactions of a human being," says Guerin, "and sometimes I think he has more real sense on how to run a race than I do." The horse used to be distracted during a race by trees and birds and particularly by other horses. Now he is distracted only by other horses. Often when he passes them he turns to give them a once-over.

Like all Thoroughbreds of great style and class, he can make a lesser horse falter and lose his rhythm. He does it simply by running at half throttle and staying even while the other horse is doing his utmost. Horses can tell when they have met their master and it has a marked psychological effect on them. Sometimes a horse can be ruined by another in this fashion. Old race track people say that is how Man o' War broke John P. Grier's heart.

But the unique feature of The Dancer's style is his way of putting on a brief burst of tremendous speed. When he does it—and he has done it in only two of his races—he seems to zoom past the others. He has a whopping stride (LIFE, May 11) but he does not quicken it when he makes these infrequent bursts; he simply expands it, throwing his front feet so far forward that railbirds say they can see the bottoms of them.

The mating which produced Native Dancer was plotted by a one-time All-America football star, Ralph Kercheval, manager of Vanderbilt's 582-acre farm in Glyndon, Md. The sire, Polynesian, was then not especially fashionable. (His son's success has since boosted his stud fee from $1,500 to $5,000.) The dam, a gray mare named Geisha, was no great shakes. But back among her forebears, twoscore years ago in England, there existed a horse named The Tetrarch and called "The Spotted Wonder." His beauty was not increased by numerous white splotches on his gray coat which made him look as if some prankster had dipped a brush in whitewash and shaken it at him. The Tetrarch never lost a race and helped shatter a deep prejudice that existed in racing circles against grays.

Throwback to The Tetrarch

NATIVE DANCER, born March 27, 1950 near Lexington, Ky., is a throwback to The Tetrarch. His name, a subtle derivation of Polynesian and Geisha, was perhaps an unfortunate choice. To this day many people assume that a horse with that name must be a she, and Vanderbilt thinks he could do better if he had it to do over again.

For 15 months The Dancer frolicked around peppermint-striped barns on the bluegrass, wilder and friskier than other yearlings on the farm, but otherwise just a young nobody. Then in November 1951 he traveled 3,000 miles to California and was introduced into the tenser environment of the track. Then the world first began to hear about him.

Among the first to know was a stony-faced group of clockers at Santa Anita. They saw him in a workout just the day before Christmas. Running against three other yearlings, their watches showed, he did a quarter of a mile in a fast 23 seconds. What impressed the

CONTINUED ON PAGE 194

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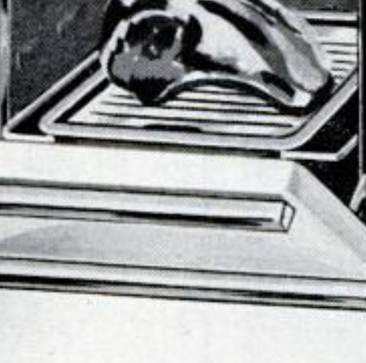
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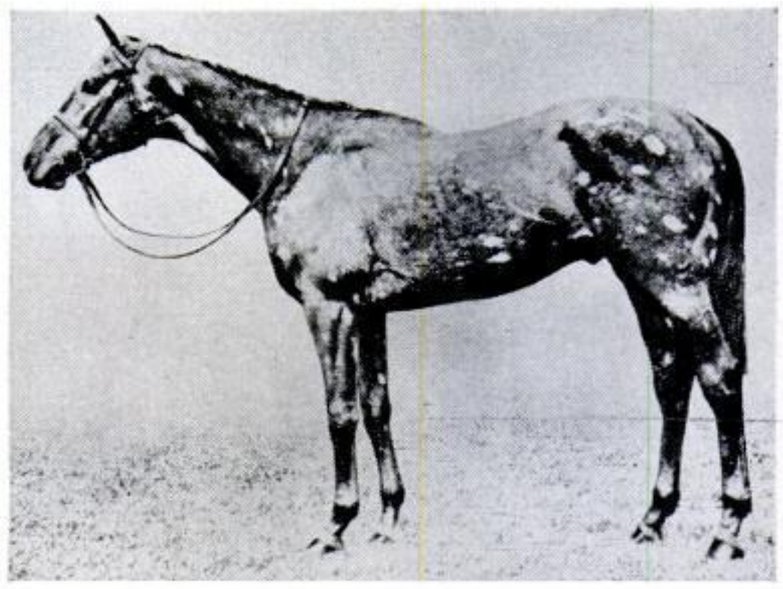
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DANCER'S FOREBEAR, The Tetrarch, was known as "The Spotted Wonder." He was never beaten in England.

NATIVE DANCER CONTINUED

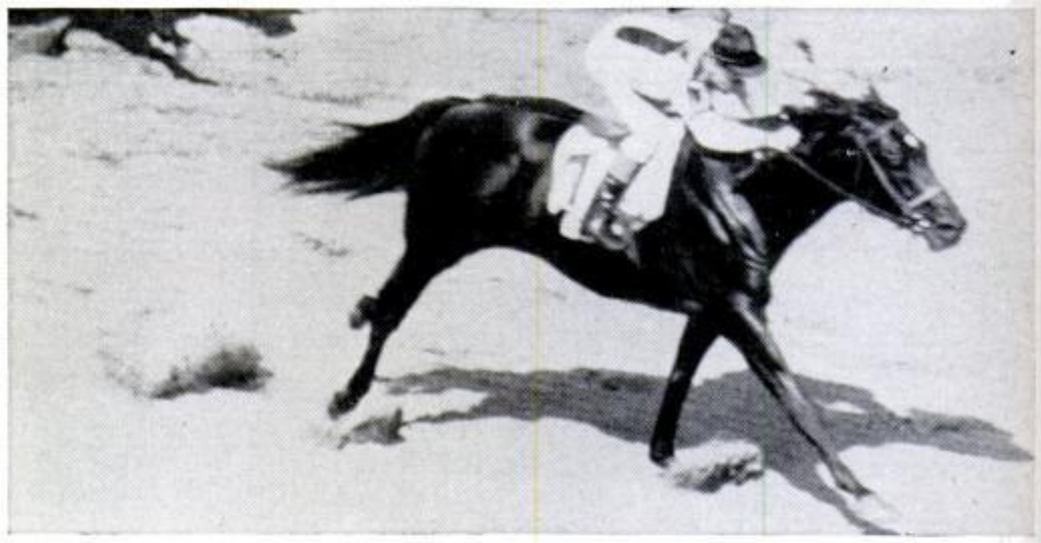
clockers most was that he did it without effort. It was valuable information to have about an unknown horse and the clockers figured to win some nice bets on him in his first race. But Trainer Winfrey, suddenly realizing that this was no ordinary animal, decided not to hurry, and The Dancer did not start at Santa Anita. Even so, before The Dancer left for the east, word was all over California that Vanderbilt had a gray colt that could fly.

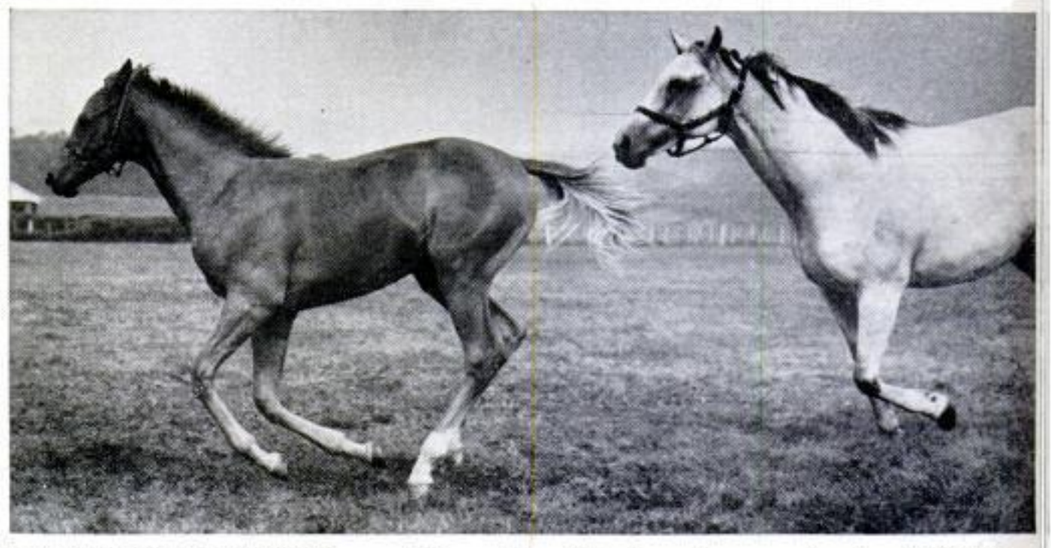
Thus The Dancer was a 7-to-5 favorite when he made his first start at Jamaica in New York. He won by four and a half lengths with his ears wiggling. Owner Vanderbilt, who does not bet and does not exaggerate either, commented, "He'll do."

The Dancer soon became a hard horse to bet on for the simple reason that fewer and fewer people were crazy enough to bet against him. As he kept winning one big race after another—the Youthful Stakes, the Hopeful, the Belmont Futurity—his odds became ridiculously short.

He won his races easily, although in the Futurity he gave his supporters a bad moment when he was boxed between horses a furlong from the finish. He slapped his ears back flat against his neck and fought his way through the jam—only to slow down again. Then, apparently, he noticed that there was another horse still three lengths in front of him. Three or four jumps at his incredible full speed put him ahead. He coasted on to the finish, equaling the world's record for six and one-half furlongs. Partly because of that he became the first two-year-old in history to be named "Horse of the Year."

CONTINUED ON PAGE 197





DANCER'S PARENTS are Polynesian, his sire, shown winning 1945 Pimlico Preakness (*top*), and dam Geisha (*below*), romping with Dancer's sister.

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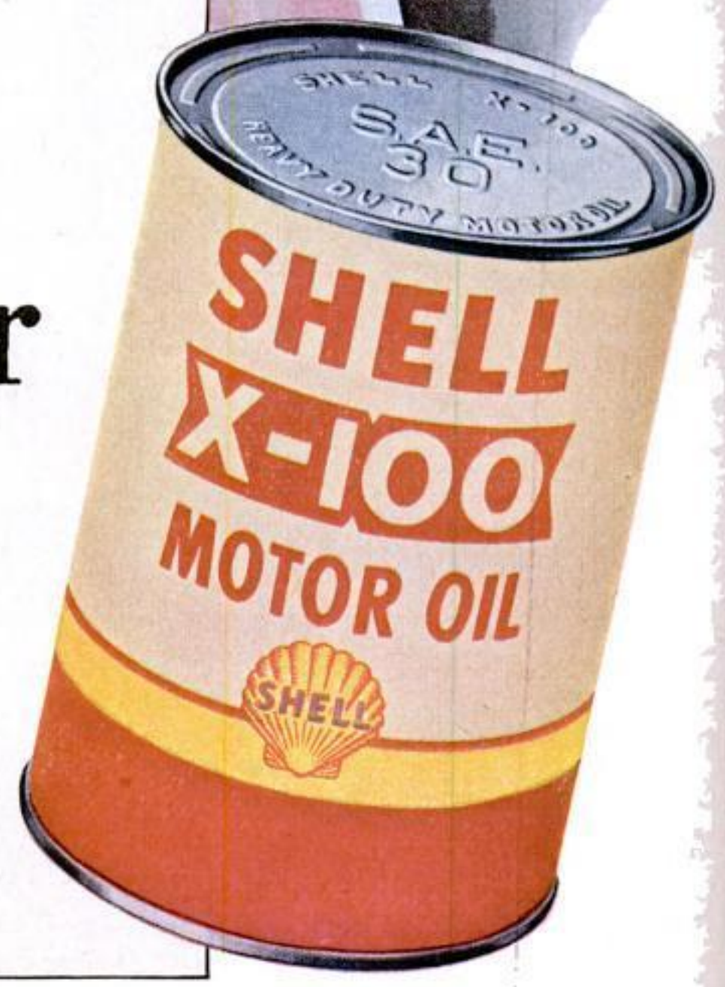
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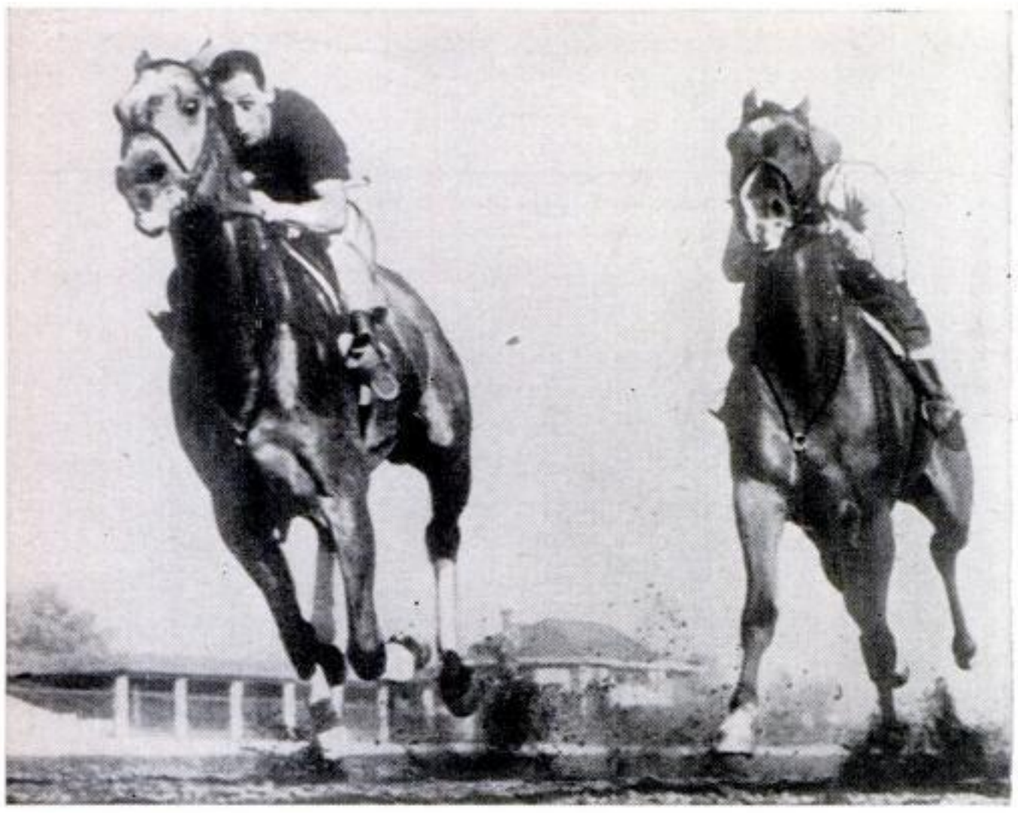
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IN MORNING WORKOUT at Washington Park The Dancer and Jockey Eddie Arcaro, accompanied by a stablemate (*right*), go for a spin together.

NATIVE DANCER CONTINUED

It took more than a citation and a string of victories to win for The Dancer the love his followers now lavish on him. He had to lose this year's Kentucky Derby. This first and thoroughly shocking defeat produced tears in front of TV sets and in the stands at Churchill Downs. Even Trainer Winfrey cried, but not, he says, "until later when nobody was looking."

There are lots of conflicting explanations of The Dancer's failure in the Derby but the real one should have been obvious to anyone who could believe what he saw: the horse simply would not run full out. After being bumped early and shut off momentarily on the stretch turn, he was still only a length and a half off the leader with 100 yards to go. Only then, with the whip stinging his flanks, did he decide to go. But it was too late and he missed by a whisker in a photo-finish.

In his next two big races, the Preakness and the Belmont Stakes, he won by a scant three feet. He appeared to enjoy blowing his breath on lesser horses, running in second gear while they were trying their utmost, and then pushing ahead to win.

For this the race track professionals began knocking The Dancer. Max Hirsch, one of the great trainers of the last quarter century, said he couldn't see him as a great horse. Jockey Eddie Arcaro, who claimed to be "an expert on Native Dancer's stern" because he had looked at that end of him so often while riding other horses, refused to admit he was in the class of Citation, the all-time money winner. In July, when The Dancer made his first trip to Chicago to run in the $154,000 Arlington Classic doubters from the Midwest knew of at least two locals who were going to outrun him. But after running last to the head of the stretch Native Dancer passed the entire field in four unbelievably great strides.

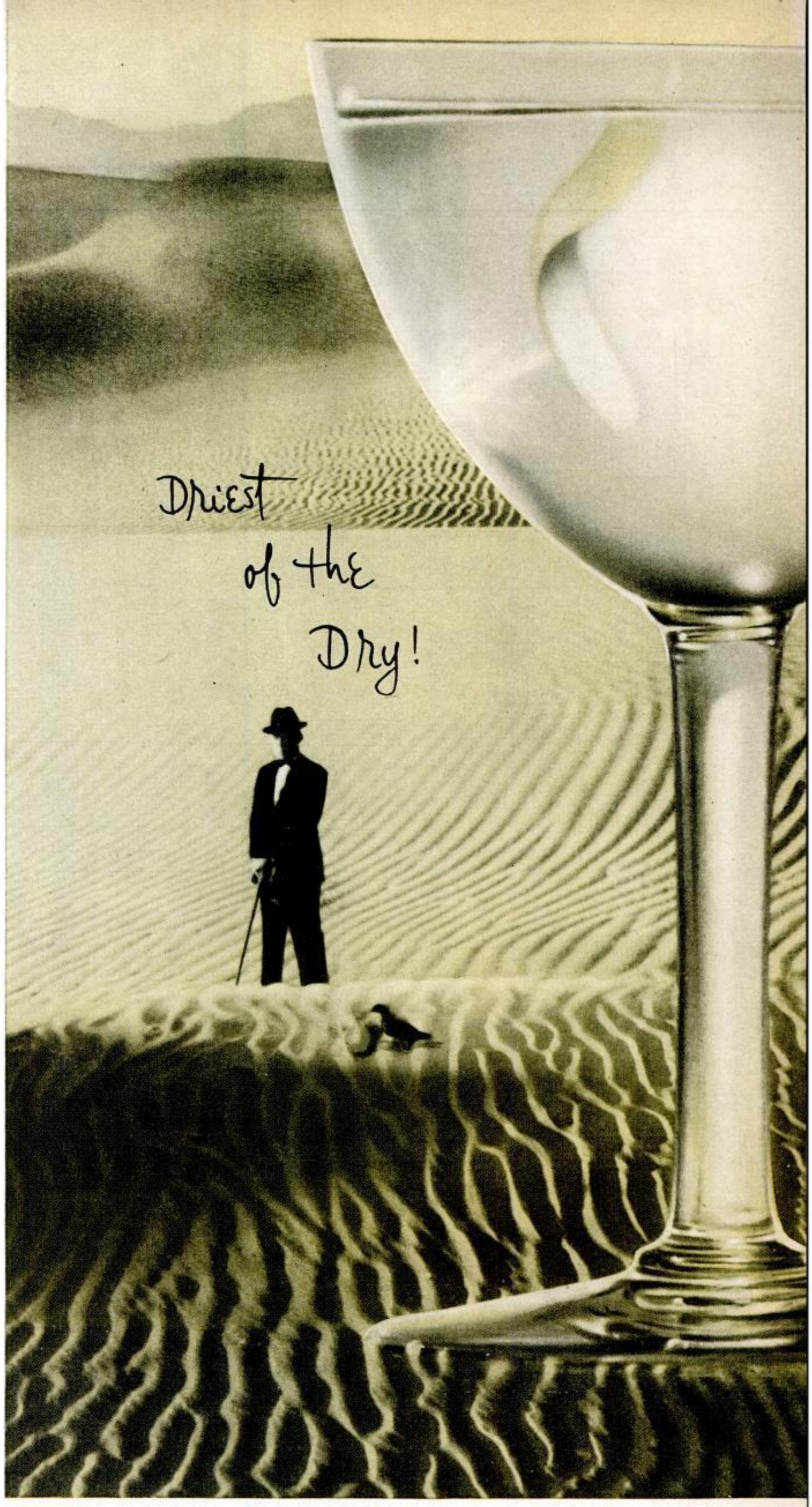
Now, because of the vehemence of his detractors, he holds in the eyes of the general race-going public the unique position of an underdog that keeps on winning. At Saratoga Springs one morning he reached the ultimate in acclaim when the race track sweepers put down their brooms and applauded as he galloped by. Last month he made a triumphant journey back to Chicago for the rich American Derby—a journey not unlike a whistlestop tour of a presidential special. The Dancer rode in a private car on the Empire State Express, attended by five men and a boy. Everywhere the train stopped—Buffalo, Erie, Ashtabula, Ohio—crowds gathered to see and admire, popping their heads in the open doors of his car to ask, "Is that him?" Disappointed that the horse was not stomping and breathing fire, one cynic remarked, "He don't look like much." No animal had inspired such rubbernecking since Dan Patch, the great pacer, was taken on tour at the turn of the century.

Much ado in Chicago

AS he was being unloaded at the track in Chicago, The Dancer stepped on a piece of cardboard and reared. Two men promptly dove and fought for the cardboard. The horse's hoof imprinted on it made it a cherished souvenir.

For the first time in his career the horse was to be ridden by a jockey other than Eric Guerin, who was under suspension for a

CONTINUED ON NEXT PAGE



"the martini with the marvelous taste"

The big drink is the *Vodka Dry Martini*—the driest, smoothest, most agreeable Martini you ever tasted. Follow your favorite recipe — use any proportions you like—with one simple, but vital, difference: *Use dry, smooth, agreeable* Smirnoff Vodka instead of gin!



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from an old Skipper's pastime...



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Ships in Bottles

BY GOWLAND

SHIPYARD

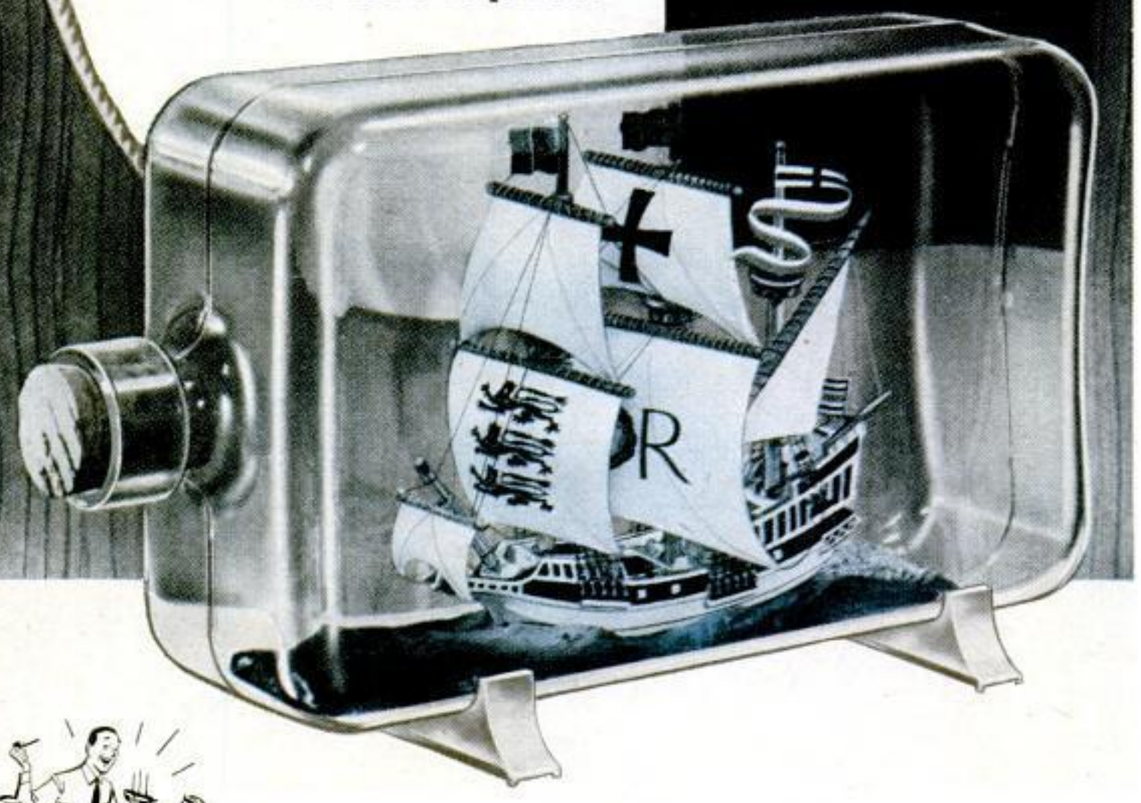
quick construction kits

Ready to assemble... No tools required!

The Gowland Fleet of Fun Never Ends!

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Watch for the Early Release of the Constitution, "Old Ironsides" and the Colorful Revenue Cutter





Now *everyone* can build authentic history-famed Ships in Bottles in just a few fun-filled hours!

During the colorful days of yesteryear, when these famous ships mastered the sea, the favorite pastime for an old skipper was to meticulously whittle a scaled miniature of his ship and assemble it within a bottle. It was difficult, but fun.

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minor foul while riding another horse. In his absence the great Eddie Arcaro, despite his anti-Dancer remarks, was to have the mount. When The Dancer, with Arcaro in the saddle, came out for a morning workout, all activity stopped at the track. The secretary's office, normally crowded at that hour, was deserted. Riders who were galloping other horses pulled up and went to the outside fence to watch. The backstretch was lined solid for almost a quarter of a mile with race track people. After breezing five furlongs on The Dancer, Arcaro was cocky as always and contemptuous of the fuss, but the night before the race his cockiness evaporated and for the first time since he was an apprentice Eddie was apprehensive. "I wanted to ride this horse a couple of days ago," he explained, "but now I'm not so sure. If I get beat I'm the biggest bum alive."

Fan mail had been pouring in to Vanderbilt pleading with him not to let unbeliever Arcaro ride the horse. In the paddock before the race an angry crowd hung over the rail and some even climbed up on the rail to shout insults and threats at Arcaro. Then Arcaro, dressed in Vanderbilt's cerise-and-white silks, mounted the big gray.

In the race, although Arcaro tried to keep him close to the pace, The Dancer lagged back until he was tail end. Halfway down the backstretch, still last, Arcaro hollered at him and shook the reins. The Dancer, responding lethargically, moved past three horses, inspecting each on the way by. A great cry burst from the crowd and then, just as suddenly, it died. The Dancer had stopped gaining.

Arcaro hollered at him again on the stretch turn. He gained a little more, then stopped again, and Arcaro had momentary visions of another ride he might soon be taking—out of town on a rail. At the head of the stretch he was getting set for drastic measures when the horse beat him to it. Pinning his ears back as if to streamline himself, The Dancer took off and flew past the pack. Soon he flipped his ears forward and was inspecting the battery of cameramen at the finish line. He ran within a fifth of a second of the track record for a mile and an eighth.

Asked when he hit The Dancer with the whip, Arcaro replied cryptically, "I didn't." When asked if he now thought The Dancer was a great horse, he replied just as cryptically, "The best horse I ever rode was Citation."

The small but select corps of anti-Dancer experts may have their chance for vindication on Sept. 26. Everyone agrees that on a fast track Tom Fool is a tough horse to beat. Guerin will be up on The Dancer, and Arcaro will have a chance to observe the duel at close range for he will probably have another mount in the race.

If The Dancer should win, his owner has some thought of retiring him from racing to stud at the end of this year. He is thinking also of taking him to Europe instead next year and racing him in England and France. But the thought of risking such a valuable piece of property on so long a journey makes Vanderbilt, a practical millionaire, hesitate. When asked if he would take a million dollars for his horse, he replied, "I'd think it over a long time—and then say no."



IN FRISKY MOOD, with heart-shaped white patch showing prominently on his side, The Dancer rears up while grazing outside barn at Belmont Park.

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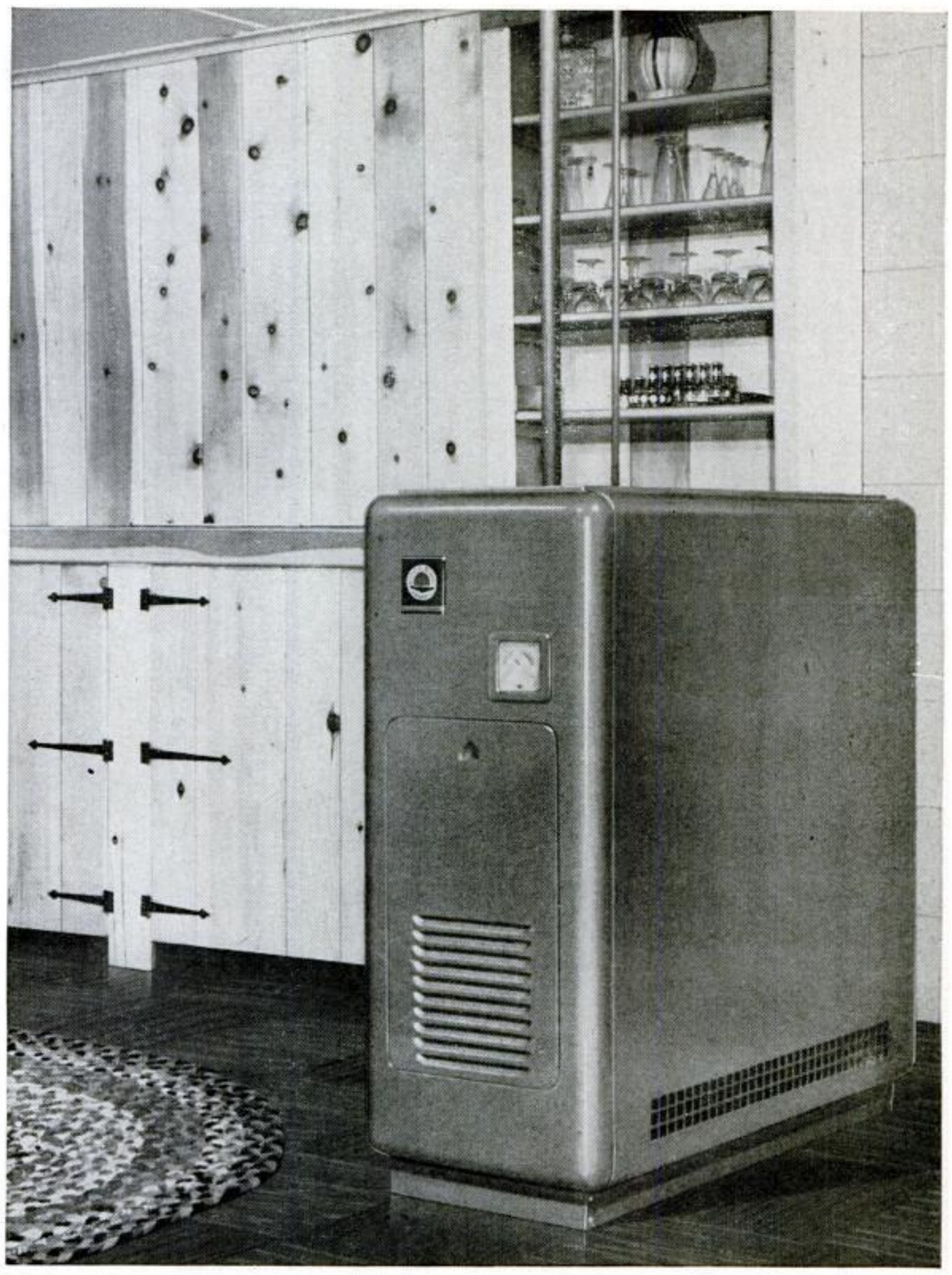
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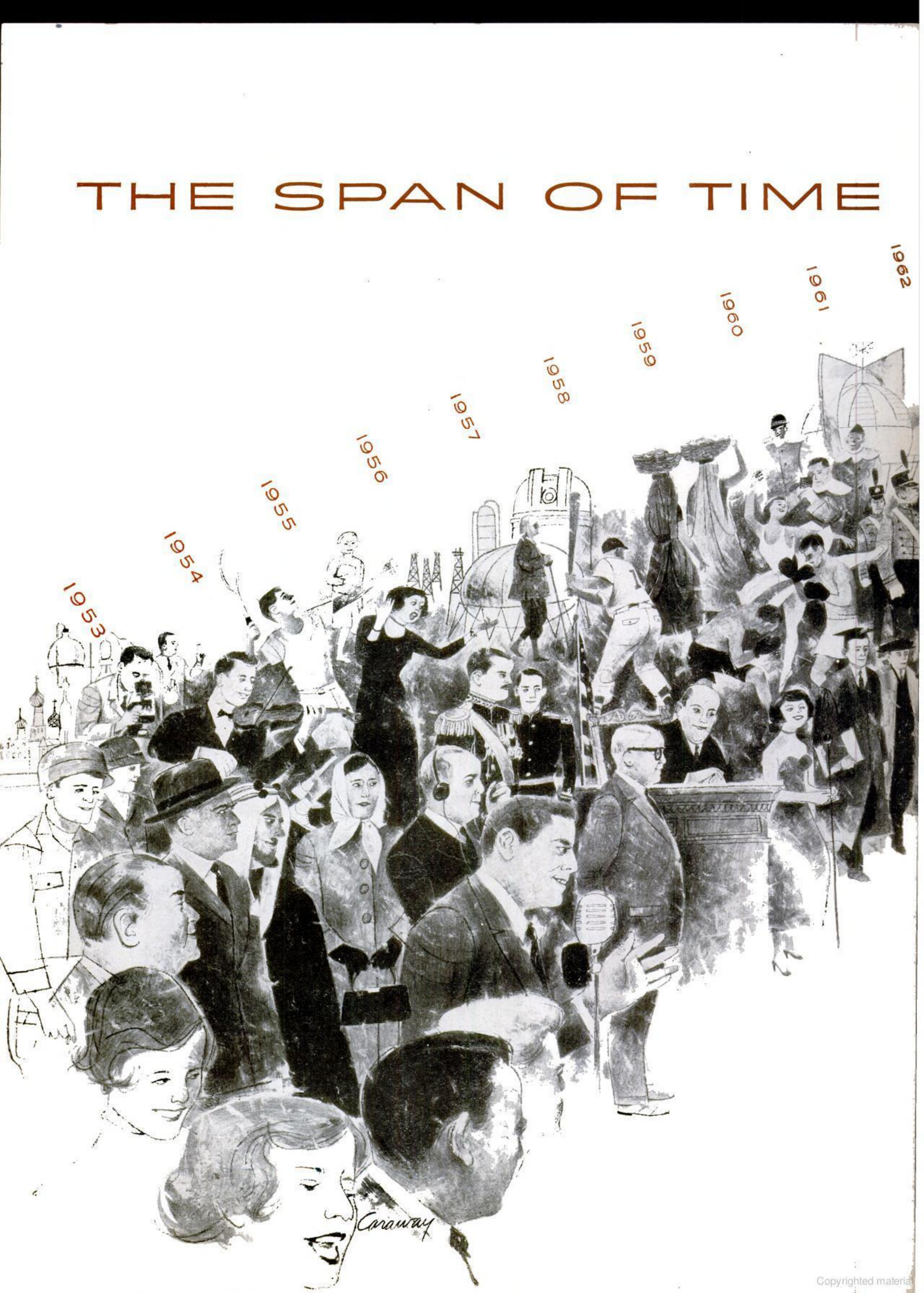
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THE SPAN OF TIME



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OFF and on over the summer, here in the pages of LIFE, we have been introducing you to some of our earliest subscribers—men and women who have been reading TIME for 25, 28, 30 years.

Along with their statements about what TIME has come to mean to them, we have pictured for you the headliners of the days when these old-Timers first began to read our magazine.

But it isn't for knowledge of the past that people read TIME, or even for knowledge of the present. TIME (and its readers) are concerned always with tomorrow—its excitement, its challenge, its opportunity.

Old-Timers and new-Timers alike turn to our magazine every week—

- to find who is becoming the Greta Garbo of 1953;
- or to find what figure in public life looks more and more like an incipient Huey Long;
- or to find who will be the Charles Lindbergh of the supersonic age;
- or to find what will be the new frontier in business comparable to the chemical industry's recent development.

The two million families who read TIME all around the world do so to equip themselves with knowledge of today so that they can better face tomorrow.

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TIME



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Life Goes on

A Zoo Tour with a Famous Poet

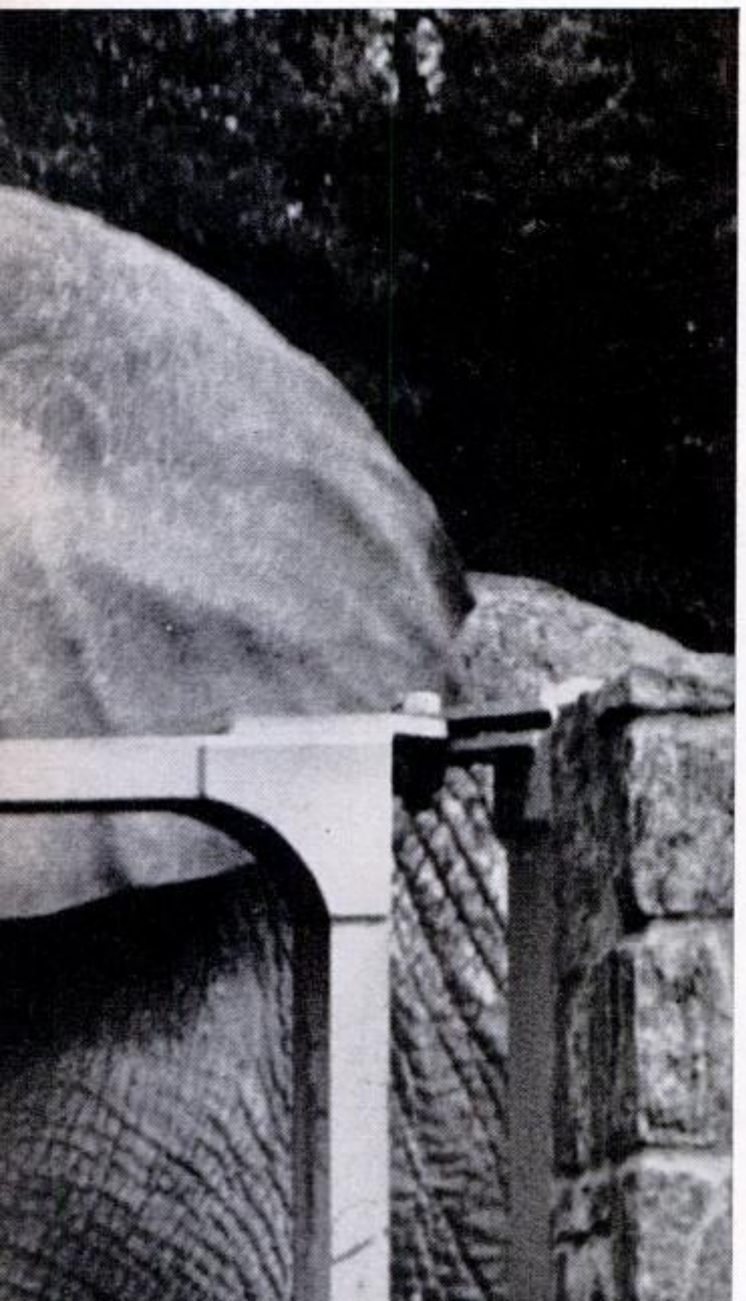
MARIANNE MOORE CALLS ON SOME ANIMALS SHE OFTEN WRITES ABOUT

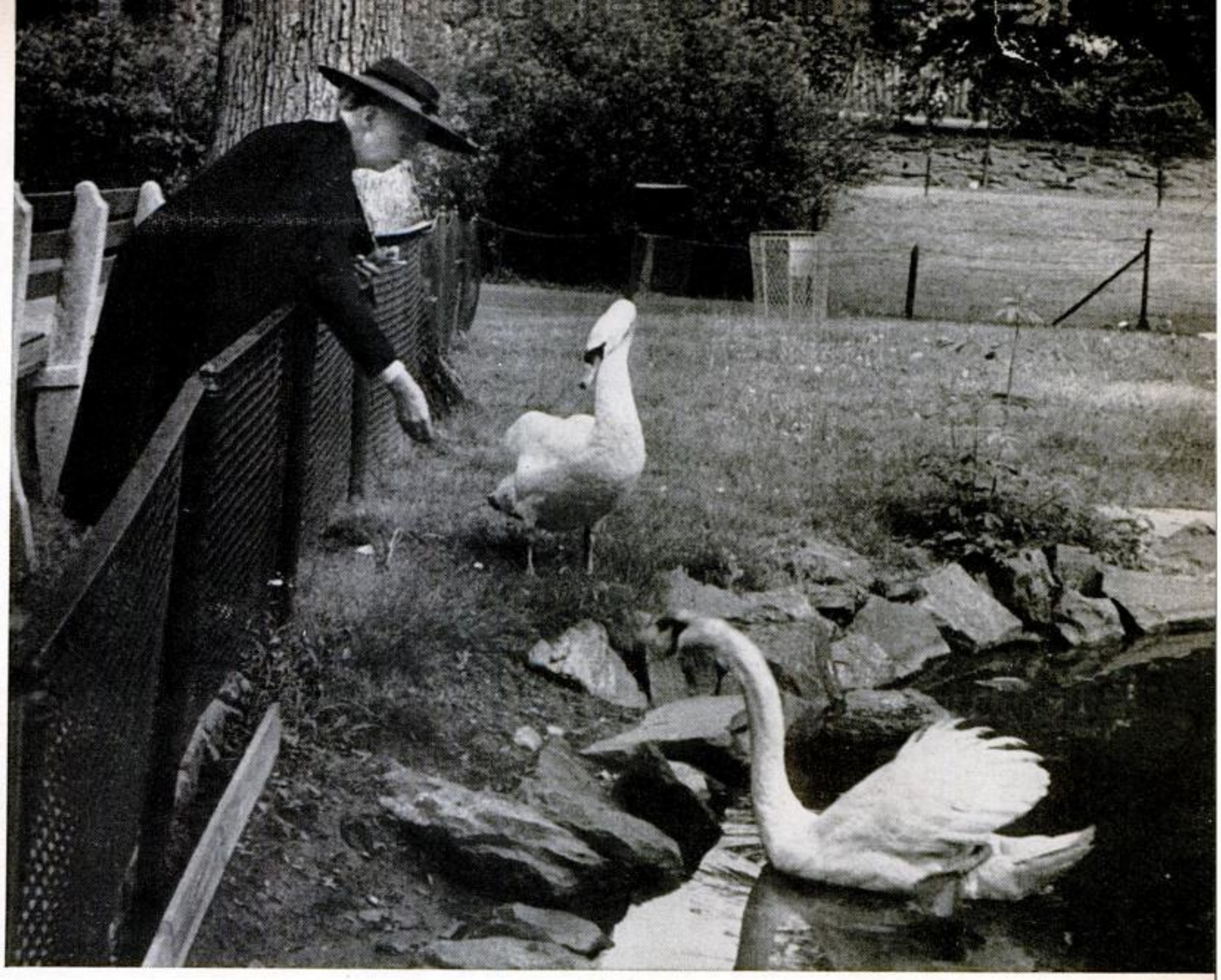
Marianne Moore is a 65-year-old spinster who lives in Brooklyn, wears wide straw hats, is interested in everything from snails to steamrollers and is, in the opinion of many literary critics, the finest living American poet. More than almost anything Miss Moore loves animals. She collects animal figurines, always stops on the street to pat neighborhood dogs and cats and fills her poems with animal references. Recently Miss Moore paid a visit to the Bronx Zoo with Photographer Esther Bubley. There she cuddled a baby chimp, fed the swans, posed with the elephants and amazed the keeper by correctly naming six kinds of zebras—he knew only three. For Miss Moore the visit was a chance to renew old literary acquaintanceships and to evoke the passages from her poems excerpted on the opposite page.

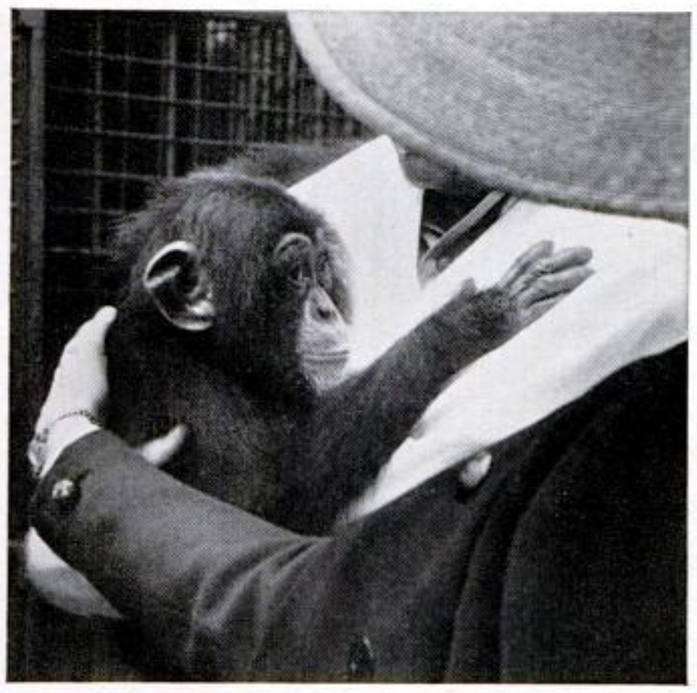


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Elephants
Uplifted and waved until immobilized
wistaria-like, the opposing opposed
mouse-grey twined proboscises' trunk
formed by two
trunks, fights itself to a spiraled
inter-nosed
deadlock of dyke-enforced massiveness.
. . . These knowers 'arouse the feeling
that they are
allied to man' and can change
roles with their trustees.







. . . Swan,
with swart blind look askance
and gondoliering legs . . .

The Monkeys
winked too much
and were afraid of snakes . . . .

. . . The zebras,
supreme in their abnormality; . . .





'THERE IS IN BROOKLYN . . .

Marianne Craig Moore has spent most of her life looking at things closely, then presenting them in the precise, often surprising images which characterize her poetry. After graduating from Bryn Mawr in 1909, she taught at the Carlisle Indian School, where she had Jim Thorpe in one of her classes, and worked as a New York librarian where she could never find anything she was asked to look for. But for the past quarter century she has lived in Brooklyn, looking and writing to her heart's content. Her neighbors know her as a friendly lady who shops at the chain store and goes to the Presbyterian Church on Sunday. In recent years Miss Moore has been translating La Fontaine's animal fables into verse and seldom leaves Brooklyn. When she does go away to lecture or give readings of her poems —more often since she won the Pulitzer prize in 1952— she is always anxious to get back. ". . . There is in Brooklyn," she writes, "something that makes me feel at home."



IN THE KITCHEN Miss Moore suspiciously studies date on milk bottle t see if it is fresh. At right are tools she uses fixing things around the house

CONTINUED ON PAGE 20

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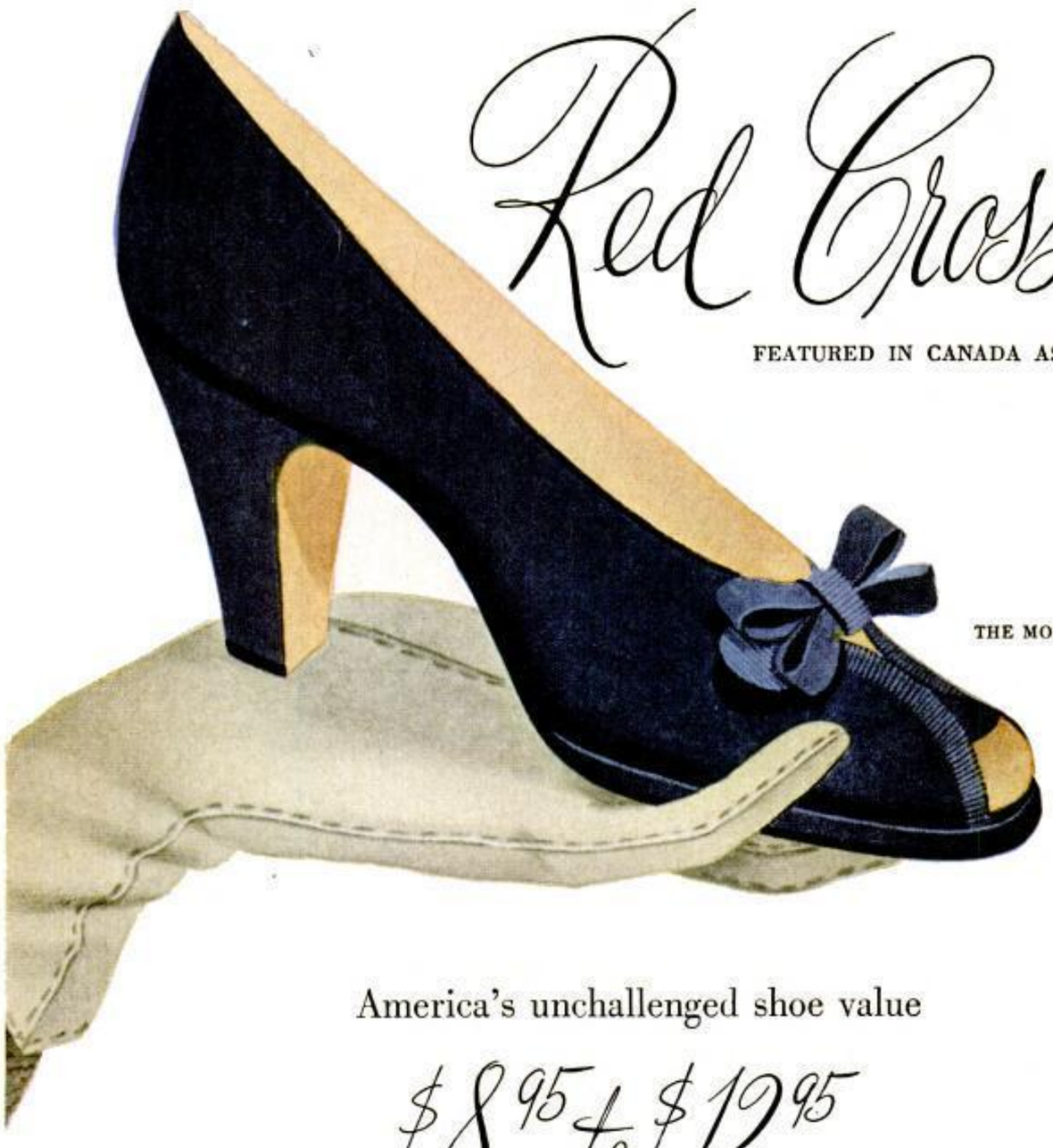
Be ready for a *wonderful*, new sensation! For so soft is the leather of these beautiful, new Red Cross Shoes—so magic is their full Lastex lining—that they *actually* feel more like *gloves* than shoes.

Stand still in them—and you feel every contour of your foot caught up in a soft embrace. Take a step—and these "walking gloves" *keep on* fitting just as beautifully *all over.* Never a hint of rubbing or slipping . . . biting or gapping. It's truly a wonderful, new sensation—a wonderful *discovery* to make at your Red Cross Shoe retailer's, *tomorrow.*



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IN CORNER STORE and newsstand run by her friends Joe and Mary Gilly, Miss Moore eats a chocolate ice cream cone after all-day visit to the zoo.



AT HOME she studies a feather from collection which she has worked on for years. She also has a wasp's nest, eagle down and a grasshopper skeleton.



IN THE STREET a small boy lets Miss Moore, who is a long-time Dodger fan, try out his new baseball bat. "Isn't it a little heavy for you?" she asks.



The **LEICA** is the world's most famous camera. It has climbed the Himalayas, run with huskies in the frozen arctic, captured the look of kings, warlords, aborigines, beauty queens and Dutch farmers milking Dutch cows. But the Leica, favorite of great professional photographers, is also a camera for the amateur who seeks to improve his skill.



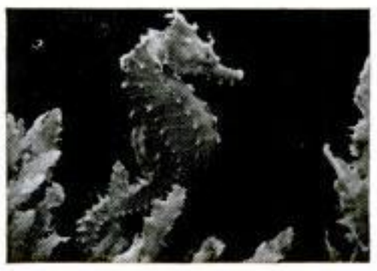
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FIREMAN, SAVE MY PANTS

John Guilfoy, who lives in the Hotel Phillips in downtown San Francisco, is a proper Californian who believes in dressing correctly for every public affair. When a three-alarm fire broke out in the hotel late one night recently, Guilfoy woke up from a sound sleep and meticulously put on all his clothes—all, that is, except his trousers, which he had somehow misplaced. Forced to leave the building with his underwear exposed, he persuaded a fireman to enter the burning hotel and find the trousers. They were in a dresser drawer and the fireman was back in a matter of minutes—but by that time Photographer Ted Needham of the San Francisco *Examiner* was on hand to record his plight and the amusement of another guest and a kind policeman.

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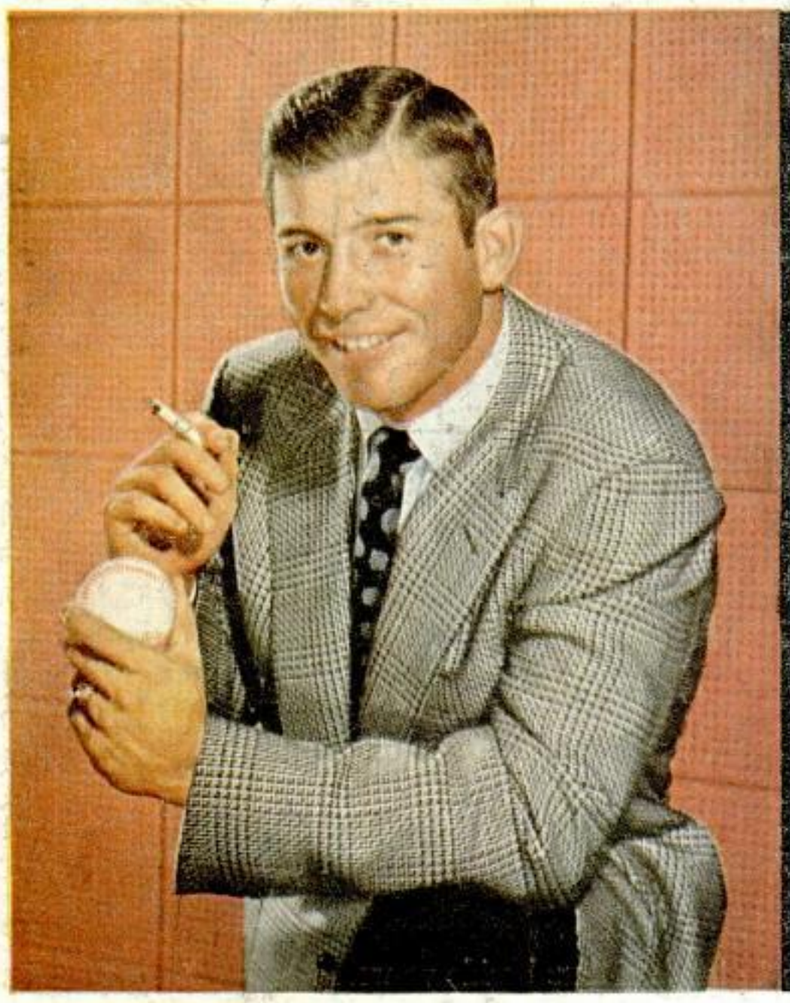
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Why CAMELS are first with famous sports stars...



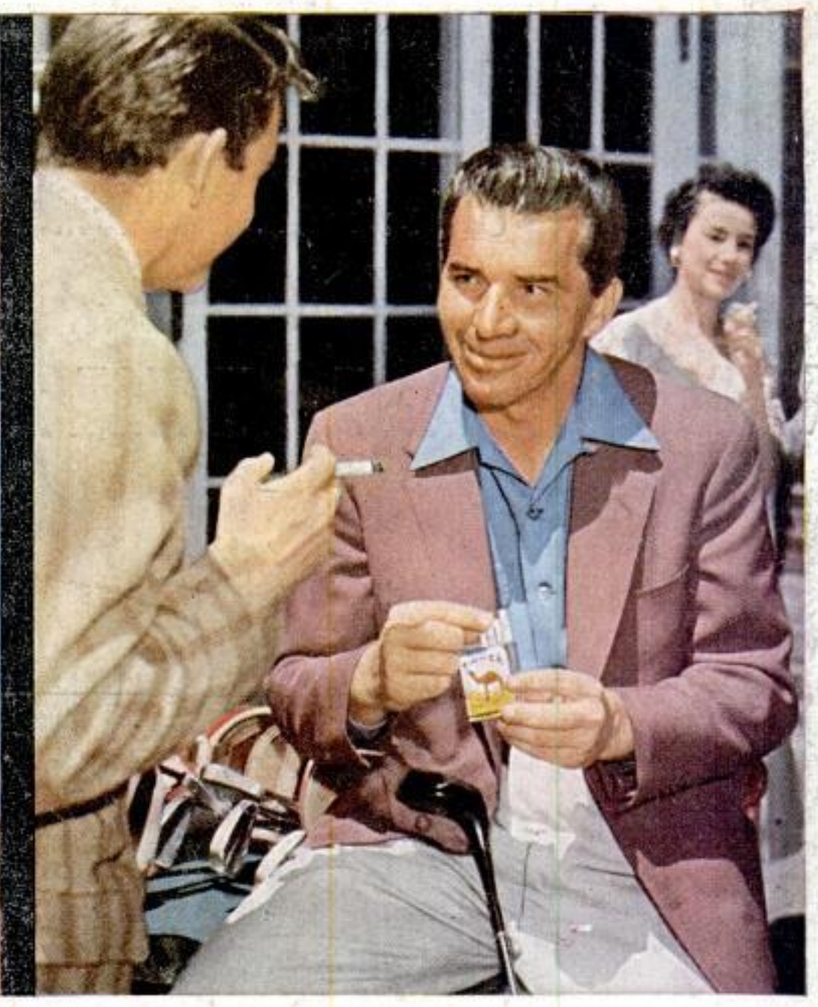
Mickey Mantle STAR SLUGGER

of the N. Y. Yankees, says: "So many of the Yanks smoke Camels I decided to try them. I smoked Camels a while and I knew—Camels are for me! They're mild and swell tasting!"



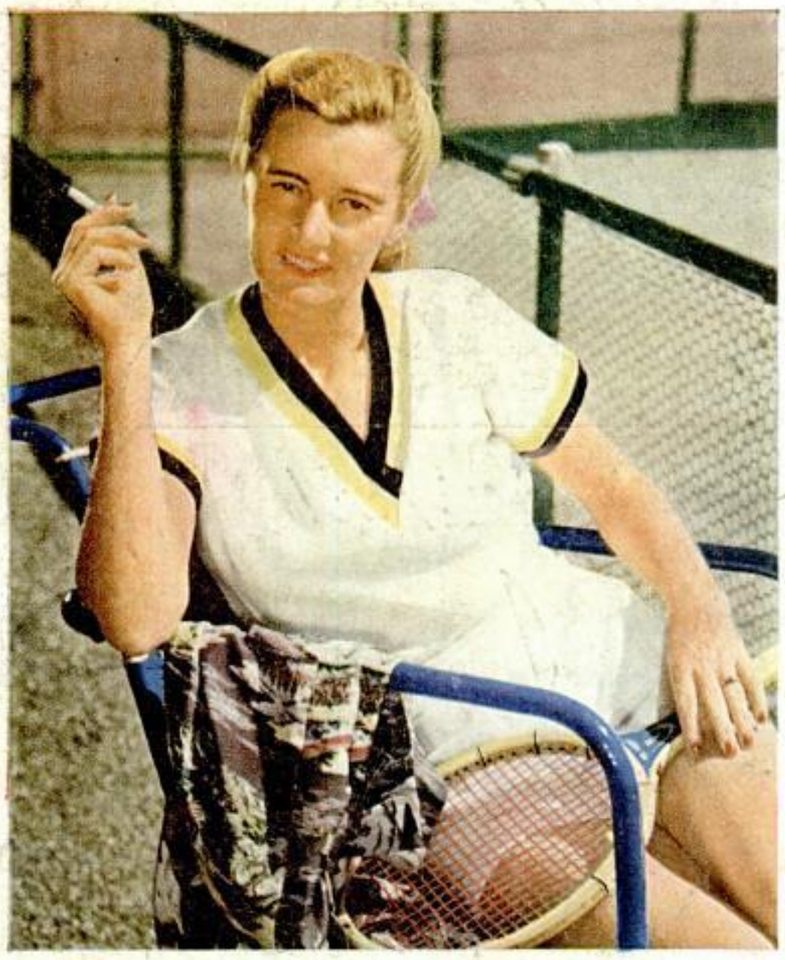
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"My husband, Jack Jensen, the ball player, is a long-time Camel smoker. To keep peace in the family I tried Camels. I've smoked them ever since. No other cigarette tastes so good!"



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"What I like so much about Camels is the way they keep on pleasing you. I count on Camels for that wonderful flavor and mildness every time I light up. Why don't you try them?"



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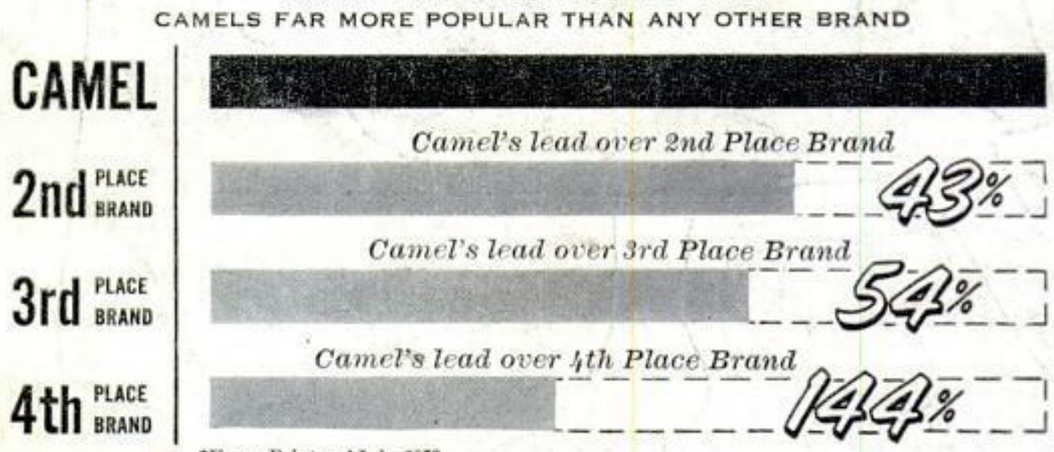
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